

## MacGizmoGuy Appoints Tater The Ragdoll as Mascot and Brand Ambassador for WaterlilyBear.com

Russell T. Baer dba MacGizmoGuy, announces the appointment of online character Tater the Ragdoll as Official Brand Ambassador & Mascot for his water gardening website WaterlilyBear.com - dedicated to the container water garden pond plant community.



**Palm Springs, California Jun 27, 2026** ([IssueWire.com](http://IssueWire.com)) - Russell T. Baer, operating under his long-established MacGizmoGuy brand identity, has formally announced the hiring of [Tater The Ragdoll](#) as the Official Mascot and Brand Ambassador for WaterlilyBear water gardening . The appointment marks

a significant expansion of the WaterlilyBear brand presence across social media platforms and signals a new phase of content development for both properties.

Tater, a ragdoll character with an established presence across multiple short-form video platforms, brings considerable creative energy to the role. His assignment to a water gardening brand is not without irony — as a fabric-based figure with a well-documented aversion to moisture, Tater approaches his new responsibilities with the kind of determination that has defined his pursuit of social media recognition over the past several years.

Muffler The Bear, Tater’s longtime creative collaborator, joins the effort in a supporting capacity. Together, the two characters have built a loyal following across [the Clapper Social App](#), TikTok, YouTube, Instagram, and additional platforms, and both view this partnership as a meaningful opportunity to expand their reach.

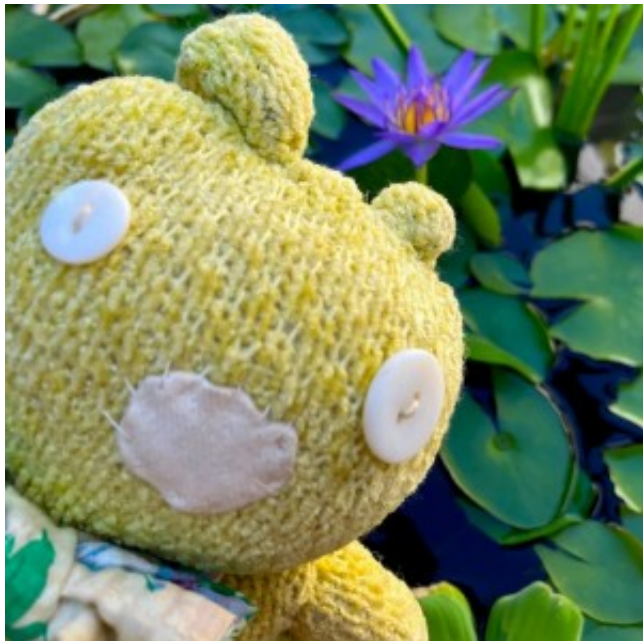
The brand ambassador role positions Tater as the public-facing personality for WaterlilyBear.com content, appearing in short-form video productions centered on mini pond setup, tropical waterlily cultivation, and patio water gardening for enthusiasts at every experience level. WaterlilyBear.com has established itself as a credible independent horticultural resource in a niche where cultivar-level expertise and honest consumer guidance are difficult to find.

The appointment also creates a natural content bridge to his [MacGizmoGuy website](#). Producing video content at the level that modern social media audiences expect requires a professional complement of equipment — ring lights, tripods, microphones, webcams, and the Apple computing hardware that he has reviewed and recommended for decades. Tater’s on-camera ambitions and MacGizmoGuy’s technology authority are, in this respect, a practical fit.

Russell T. Baer views the collaboration as consistent with his broader content strategy: two distinct brand identities serving different audiences, supported by shared infrastructure and a unified commitment to useful, experience-driven content. New video content featuring #TaterTheRagdoll and #MufflerTheBear is expected across all platforms in the coming weeks.

#### About Russell T. Baer

Russell T. Baer is an independent content creator, digital publisher, and affiliate marketer with nearly 50 years of computing experience. He operates MacGizmoGuy ([macgizmoguy.com](#)), a consumer technology resource with over two decades of Apple-focused publishing, and WaterlilyBear ([waterlilybear.com](#)), a patio water gardening resource launched in 2026. Russell produces and distributes short-form video content across Clapper, TikTok, Instagram, Facebook, Threads, and YouTube, and is recognized in the aquatic gardening community as a trusted independent voice.



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