WK Kellogg Mediaroom

Tony the Tiger® and Tony Hawk Reunite to Celebrate Their 30+ Years of Friendship

From the streets to the ramps, and to your bowl of cereal, these two are turning up the heat in the skateboarding and gaming worlds with their latest collaboration.

BATTLE CREEK, Mich., June 30, 2025 /PRNewswire/ -- The legendary partnership between Tony the Tiger and world-renowned skateboarder Tony Hawk is igniting once again to celebrate something big. Their friendship, which started with Tony Hawk serving as Tony the Tiger's stunt double in a '90s advertisement, captured both icons' enthusiastic attitudes and desire to motivate youth to be courageous and get active. This time, their reunion will take to the physical and digital skatepark - via the launch of Tony Hawk's Pro Skater 3 + 4 and at the live Vert Alert Legends Demo and skateboarding competition.

"I've been a fan of Tony the Tiger since I was a kid," said Tony Hawk. "It's been an incredible journey, from originally doing stunts for Tony to reuniting over 30 years later, and I'm honored to still be associated with the most iconic Tiger in the world."

In Tony Hawk's Pro Skater 3+4 video game, players can dive into tiger-themed gear and accessories, channeling Tony the Tiger's energy on virtual ramps. Available now for pre-order, the game promises an epic ride across digital skateparks.

To commemorate the collaboration, limited-edition skateboards will be released for five lucky fans*. Complementing this release are exclusive Tony x Tony cereal packs, featuring autographed items from Tony Hawk and, of course, the timeless taste of *Kellogg's* Frosted Flakes.

"We've been waiting for the perfect moment to bring these two Tonys back together, and it couldn't be better timed," said Ryan Versfeld, Brand Marketing Director at WK Kellogg Co. "We're excited to support Tony Hawk with these unique experiences for the next generation to encourage them to do what they love!"

The legendary duos' reunion will hit its peak at the two-day Vert Alert at the University of Utah, a global gathering of skateboarding talent, which will be free and open to the public. There, both Tonys will hype up participants in the exhilarating competition – reminding us that each skater fueled by confidence is a gr-r-reat one.

Pre-order Tony Hawk's Pro Skater 3+4 hereand stay connected with updates and exclusive behind-the-scenes content by following @kelloggsfrostedflakes.

**NO PURCHASE NECESSARY. Sweepstakes is open only to legal residents of the fifty (50) United States and District of Columbia who are sixteen (16) years of age or older at time of entry. Begins 6/30 at 12:00:00 AM (ET) and ends 7/11 at 11:59:59 PM (ET). For details on how to enter and/or for complete Official Rules, go to our link in bio. Subject to complete Official Rules. Void where prohibited. Sponsor: WK Kellogg Co, One Kellogg Square, North Tower,*

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About WK Kellogg Co®
At WK Kellogg Co, we bring our best to everyone, every day through our trusted foods and brands. Our journey began in 1894, when our founder W.K. Kellogg reimagined the future of food with the creation of Corn Flakes, changing breakfast forever. Our iconic brand portfolio includes Kellogg's Frosted Flakes®, Rice Krispies®, Froot Loops®, Kashi®, Special K®, Kellogg's Raisin Bran®, and Bear Naked®. With a presence in the majority of households across North America, our brands play a key role in enhancing the lives of millions of consumers every day, promoting a strong sense of physical, emotional and societal wellbeing. Our beloved brand characters, including Tony the Tiger® and Toucan Sam®, represent our deep connections with the consumers and communities we serve. Through our sustainable business strategy – Feeding Happiness™ – we aim to build healthier and happier futures for families, kids and communities. We are making a positive impact, while creating foods that bring joy and nourishment to consumers. For more information about WK Kellogg Co and Feeding Happiness,

visit www.wkkellogg.com.

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