

The New Jersey Fives and Kellogg's Raisin Bran® Bring Back "The Fibes" for Major League Pickleball's 2026 Championship Weekend in New York City

NEW YORK, Aug. 27, 2026 /PRNewswire/ -- After an exciting debut at the Major League Pickleball (MLP) 2026 Mid-Season Tournament in Grand Rapids, Michigan, last month, Kellogg's Raisin Bran® and the New Jersey Fives will make a comeback with The Fibes for the season-ending championship in New York City's Central Park. From August 28–30, the Fives will once again become "The Fibes," spotlighting the important role fiber plays in supporting digestive wellness and a healthy routine.

This weekend is a next level Kellogg's Raisin Bran takeover where The Fibes is expanding the partnership beyond a single tournament moment and into a broader platform. The Central Park practice court will be painted in iconic magenta and purple brand colors and will double as a fan play experience. Attendees will have the chance to step on the court, sample Kellogg's Raisin Bran, receive free merchandise, and interact with the brand's iconic mascot, Sunny. The campaign, developed in partnership with VaynerMedia, will bring The Fibes to life through fan experiences, content and on-site activations throughout championship weekend. With the help of The Fibes, Kellogg's Raisin Bran is turning the everyday story of fiber into something fans can see, experience and talk about.

For professional athletes, performance starts long before they step onto the court. It's built through consistency — from how they train and recover to the everyday nutrition choices that become part of their routines. Kellogg's Raisin Bran is more than just cereal – it's the routine behind high-performing athletes through an intentional nutritious diet.

As an excellent source of fiber with 7 grams per serving, Kellogg's Raisin Bran makes fiber an easy and delicious part of breakfast. Fiber is an important part of a nutritious diet and supports gut health yet, according to the [2020-2025 Dietary Guidelines for Americans](#),† 95% of Americans don't get enough of it.

"The response to The Fibes showed us that fiber can show up in culture in unexpected ways and genuinely connect with fans," said Doug VanDeVelde, Chief Growth Officer, WK Kellogg Co. This next chapter gives us an opportunity to go deeper into the routines behind performance and show how simple, consistent choices — including making fiber part of breakfast — can become part of how athletes prepare for their day. Pickleball gives us an unexpected, relevant and incredibly fun platform to bring that message to life."

For Kellogg's Raisin Bran, the evolution of The Fibes is part of a broader mission to make fiber more approachable and easier to incorporate into everyday life. By meeting consumers through sports, culture and fandom, the brand is turning a familiar nutrition message into something people can experience firsthand.

"The first Fibes activation worked because it didn't feel like a traditional sports sponsorship," said Ryan Harwood, CEO of Gallery Media Group, Tamara Group and co-owner of the New Jersey Fives. "It gave our players and fans something they could genuinely participate in. Extending the partnership lets us build on that momentum while giving fans a closer look at the routines and personalities behind the team."

"The 2026 MLP season has been record-breaking for the business across the board," said MLP Commissioner Samin Odhwani. "The work of our 20 franchises this year has been a huge factor in the league's growth, and this partnership between the New Jersey Fives and Kellogg's Raisin Bran is a shining example of that."

Because when it comes to performance, consistency matters and good routines start with how you start your mornings.

Want to join The Fibes movement? Fans of the New Jersey Fives, Kellogg's Raisin Bran and pickleball can show their Fibes pride and celebrate their love of fiber and supporting a happy gut with official Fibes gear, available for purchase at www.kelloggstore.com/products/nj-fibes-official-jersey.

† Dietary Guidelines for Americans, 2020–2025. U.S. Department of Health and Human Services and U.S. Department of Agriculture.

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.

About The New Jersey 5s

The New Jersey 5s are a professional pickleball team co-owned by Gary Vaynerchuk and Ryan Harwood. As the winningest team in the 2024 regular season and finishing second in the league overall, the NJ 5s are celebrated for their exceptional players, including #1 ranked Anna Leigh Waters, their infectious enthusiasm, family-dynamic, fun-loving social content, and die-hard fans.

About Major League Pickleball

Founded in 2021, Major League Pickleball (MLP) is the preeminent, coed, team-based professional pickleball league, featuring over 100 of the best athletes across 20 teams, iconic team owners, and the most electric live events and fan experience in the sport. In 2024, MLP and the PPA Tour merged under the newly-formed United Pickleball Association (UPA), bringing together the leading pro pickleball organizations under a single entity. Visit the [official website](#) and follow MLP on [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) and [YouTube](#) for [more information](#).

Media contact:

[Kimberly Llewellyn](#)

comms@vaynerx.com

<https://kelloggstore.com/products/nj-fibes-official-jersey>

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