

Dr Pepper Gives College Football Fans a Championship Monument of Their Own with the First-Ever Fan Wall of Fame

Fans in Bloomington get their own monument to celebrate the 2026 CFP National Championship as Dr Pepper celebrates college football fandom

FRISCO, Texas, Sept. 4, 2026 /PRNewswire/ -- As millions of college football fans return to tailgates, stadiums, and Saturdays spent cheering on their team, Dr Pepper is taking fandom to the next level.

Championship teams get rings, banners, and NIL. Fans — the people who pack stadiums, defend every play call and carry the belief all season long — rarely get a lasting symbol of their own dedication. Dr Pepper is changing that.

This week, Dr Pepper unveils its first-ever **Fan Wall of Fame** in Bloomington, Ind: a public tribute to the fans who helped power their hometown team's historic 2026 national championship run. The one-of-a-kind, interactive mural gives fans their own monument to the 2026 CFP National Championship.

If a championship ring belongs to the team, the Fan Wall of Fame belongs to the fans. Beginning this year, Dr Pepper will make the Fan Wall of Fame an annual tradition, celebrating the fans whose loyalty is central to the championship story and giving them a place of honor within the celebration.

"College football fans bring the sport to life. They create the traditions, fuel the rivalries and turn every season into something bigger than the games themselves," said Brad Rakes, VP of Brand Marketing, Keurig Dr Pepper. "That's why this year, we're giving fans something of their own: a monument that celebrates the passion, loyalty and dedication that helped make this championship season unforgettable."

Created by South Bend-based artist Nate Baranowski, the immersive installation uses optical-illusion techniques to crown visitors the #1 fan and place them inside a celebration of fellow fans and athletes. Located in a highly trafficked part of town, the mural is intended to become part of Bloomington's everyday college football landscape — a public version of a championship banner that is accessible to every fan, not just those inside the stadium.

Indiana's own legendary quarterback Trent Green will return to Bloomington to help present the artwork and become the first fan to "step into" the interactive mural experience.

"Indiana football has always been powered by its fans," said Trent Green. "When you play here, you quickly learn they show up for more than the wins. They support the team through every chapter, and it's special to come back today with Dr Pepper to give that passion a place in the story of Indiana football."

The Dr Pepper **Fan Wall of Fame** will be on display at 124 East Kirkwood Avenue, Bloomington, Indiana 47408.

About Dr Pepper®

Dr Pepper®, a brand of Keurig Dr Pepper, Inc. (KDP), is the oldest major soft drink in the United States. Since 1885, the twenty-three flavors of Dr Pepper® have earned legions of fans that enjoy its unique, refreshing taste. The brand is available in Regular, Diet, Caffeine Free, Cherry, Zero Sugar, Cream Soda, Strawberries & Cream, and Blackberry varieties. For more information, visit DrPepper.com or keurigdrpepper.com. For the brand's latest news and updates, follow Dr Pepper® at Facebook.com/DrPepper, Instagram.com/DrPepper or TikTok.com/DrPepper.

About Keurig Dr Pepper

Keurig Dr Pepper (Nasdaq: KDP) is a leading beverage company with more than 150 owned, licensed and partner brands that meet a wide range of needs and occasions. Our North American refreshment beverage business holds leadership positions across carbonated soft drinks, water, juice and mixers with a portfolio of iconic brands such as Dr Pepper®, Canada Dry®, Mott's®, A&W®, Peñafiel®, GHOST®, 7UP®, Snapple®, Clamato® and Core Hydration®. Our global coffee business spans more than 100 markets and includes the leading Keurig® single serve brewing system in the U.S. and Canada, along with powerhouse brands such as Peet's, L'OR and Jacobs, and other regional coffee leaders. Our more than 50,000 employees aim to enhance the experience of every beverage and coffee occasion while making a positive impact for people, communities, and the planet. Learn more at www.keurigdrpepper.com and follow us @KeurigDrPepper on LinkedIn and Instagram.

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