Six Flags Celebrates Easter Weekend with a PEEPS® Egg Hunt

March 31, 2014

GRAND PRAIRIE, Texas, March 31, 2014 /PRNewswire/ -- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and PEEPS® Brand are hopping into spring together for a first-ever Easter Weekend sponsorship featuring a national egg hunt at participating parks across the country.

On Saturday, April 19, Six Flags will host a special Easter Celebration giving guests the chance to search for eggs filled with PEEPS®. The morning event will also include onsite entertainment, games and giveaways. The first 100 guests to arrive early at one of the participating parks will receive a PEEPS® Egg Hunt Participant Wristband and up to 3 Spectator Wristbands for friends and family members to join in the celebration. All participants and spectators must have valid park admission to receive a wristband.

Adding more excitement to the Easter basket, Six Flags and PEEPS® will launch an interactive voting component to the promotion where consumers can vote for their favorite Six Flags Park with the winning park to receive a bonus delivery of PEEPS® for the Easter Weekend Egg Hunt. A PEEPS® branded leaderboard will be updated weekly and will launch April 1 on www.sixflags.com/PeepsEaster.

The PEEPS® Egg Hunt event and Easter Weekend will be promoted in-park via Six Flags Out-of-Home and Digital Networks and sixflags.com, and throughout multiple in-market touch points including social media and press. Just Born will also promote the event via their online and social channels.

"We are thrilled to have PEEPS® as our first-ever Easter Weekend national partner," said David McKillips, Six Flags senior vice president of corporate alliances. "Our family-friendly theme parks are the perfect venue for Just Born to reach its core audience and their products allow us to continue to provide our guests with the highest quality of brands and exciting special events."

The promotion is part of a strategic partnership with Six Flags and Just Born, Inc., including brands such as PEEPS®, MIKE AND IKE® and HOT TAMALES® Brand Candies. The integrated program includes in-park retail and brand messaging across the Six Flags Media Networks with out-of-home signage, digital advertising and banner placement on sixflags.com throughout the season. In addition, MIKE AND IKE® will return in 2014 as presenting sponsor of the Six Flags Summer Concert Series, featuring up and coming pop music acts at select Six Flags theme parks. Just Born will also promote a special discount offer at retail on specially marked packages of MIKE AND IKE® Original Fruits and ZOURS® candy this summer.

Visit www.sixflags.com/PeepsEaster for additional event details and to vote for your favorite Six Flags park to receive more PEEPS®.

About Six Flags Entertainment Corporation
Six Flags Entertainment Corporation is the world's largest regional theme park company with $1.1 billion in revenue and 18 parks across the United States, Mexico and Canada. For 53 years, Six Flags has entertained millions of families with world-class coasters, themed rides, thrilling water parks and unique attractions including up-close animal encounters, Fright Fest® and Holiday in the Park®. For more information, visit www.sixflags.com.

About PEEPS®

PEEPS® brand is an iconic marshmallow treat enjoyed throughout the year for all occasions. PEEPS® fans can find the marshmallow treats at their favorite retailer, and also find a variety of other branded merchandise and apparel through www.peepsandcompany.com or at any of three PEEPS & COMPANY® retail locations. PEEPS® fans can also visit www.marshmallowpeeps.com and www.facebook.com/PEEPSBrand to stay up-to-date on PEEPS® news and find delicious recipes and fun craft ideas to help them express their PEEPSONALITY®.

PEEPS®, a fan favorite since 1953, are manufactured by Just Born Quality Confections, a privately owned company founded in 1923 and headquartered in Bethlehem, PA, where it manufactures PEEPS®, HOT TAMALES® and MIKE AND IKE® Brand Candies. All Just Born candies are made in the U.S.A.

SOURCE Six Flags Entertainment Corporation

Sandra Daniels, Six Flags Entertainment Corporation, 972.595.5178, sdaniels@sftp.com

Jobs Media Networks Community Contact Us Espanol Privacy Policy Terms of Use

Prices, operating schedule and park policies are subject to change without notice. Processing fees apply to online orders.
© 2024 Six Flags. All rights reserved. See copyright and trademarks.

Powered by SITECORE