Six Flags and Red Gold Announce Extension of Multi-Year Partnership

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GRAND PRAIRIE, Texas, May 11, 2015 /PRNewswire/ -- Six Flags Entertainment Corporation (NYSE: SIX), the world's largest regional theme park company, and Red Gold Tomatoes today announced a multi-year extension to their partnership agreement, designating Red Gold, the nation's largest family owned full-line tomato processing company, as the Official Ketchup of Six Flags.

This multi-year relationship includes Red Gold branded condiment stations and a signature Red Gold meatball sandwich dubbed the "Red Gold Mighty Meatball Superhero," served at select food locations in all domestic Six Flags parks. Red Gold will also be communicating its brand story across the Six Flags Media Networks with out-of-home signage, digital advertising and banner placement on sixflags.com.

"We are very excited to extend our partnership with Red Gold," said Jeff Portugal, regional vice president of Corporate Alliances for Six Flags. "Red Gold understands how food brings people together, and we are proud to serve their quality tomato products to the millions of park guests creating lasting memories with family and friends."

"Red Gold is all about bringing families together and we can achieve this by continuing to partner with the premier destination in thrilling family entertainment. Families visiting Six Flags theme parks will continue to enjoy the freshest, best tasting tomato products in the world that are sustainably made right here in America by a family-owned company for years to come!" said Colt Reichart, fourth-generation owner of Red Gold.

About Six Flags Entertainment Corporation
Six Flags Entertainment Corporation is the world's largest regional theme park company with $1.2 billion in revenue and 18 parks across the United States, Mexico and Canada. For 54 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 Red Gold, Inc.
Four generations of the Reichart family have been producing Red Gold premium quality tomato products since 1942, when it began producing tomato products for the soldiers overseas. Red Gold sustainably produces premium quality canned tomatoes, ketchup, and tomato-based products for the retail, foodservice, private brand, and club channels of distribution. Exceptional quality and operational excellence are the shared values that contributed to the employee-created mission statement: "To produce the freshest, best tasting tomato products in the world." Visit the award winning website RedGoldTomatoes.com for great recipes, tips and culinary inspiration!

Red Gold. Grown By Families. Enjoyed By Families.

To view the original version on PR Newswire, visit:http://www.prnewswire.com/news-releases/six-flags-and-red-gold-announce-extension-of-multi-year-partnership-300080996.html

SOURCE Six Flags Entertainment Corporation

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