Six Flags Celebrates Summer of Games with First-Ever “Fryathlon”

July 29, 2016

Theme Parks Debut Limited Time Food Offerings, Patriotic Sweet Treats and Exclusive Games Promotion

GRAND PRAIRIE, Texas--(BUSINESS WIRE)-- Six Flags Entertainment Corporation (NYSE:SIX), the world’s largest regional theme park company, is launching the 2016 Summer of Games promotion at its 18 parks across North America. From July 30 to August 21, guests can dine on internationally-inspired foods, purchase exclusive patriotic apparel and try to win gold-level prizes in the company’s first midway games competitions.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20160729005058/en/

Six Flags Summer of Games featuring world's first "Fryathlon" (Graphic: Business Wire)

“We are taking inspiration from the international games and the spirit of friendly competition to provide our guests with new, fun ways to experience our parks this summer,” said Senior Vice-President of In-Park Services David McKillips. “From midway games to unique food offerings and USA, Mexico and Canada-themed gear, Six Flags is the best place to celebrate the Summer of Games.”

For the first time ever, Six Flags will feature an international competition within its midway games, offering guests the opportunity to purchase a special discounted games pass and test their skills among five midway games to win exclusive souvenir medals. Any guest winning all five games will win their choice of a Gold Season Pass, a Gold Flash Pass, or a Gold All Season Dining Pass.

Six Flags will also debut a full line of culinary treats during the promotion including the world’s first “Fryathlon” featuring french fries topped with the year’s most celebrated summer flavors like:

- *July 30 – August 7:* Brazil’s Rio Delicioso Fries topped with Brazil’s classic meats, cheeses and spicy sauces;
- *August 8-14:* Thailand’s Spiced Sriracha Fries, topped with Sriracha mayo and Shichimi Togarashi; and
- *August 15-21:* USA’s Good ‘Ole American Cheeseburger Fries, featuring our famous fries topped with seasoned burger crumbles, pickles, and mustard.

The parks will also offer international and patriotic sweet treats during the limited-time event including a full line of international fudge flavors such as signature red, white & blue USA fudge and dipped apples in the U.S. parks, along with Popsy cakes and dipped pretzel sticks.

In addition, Six Flags will offer a new line of exclusive patriotic DC COMICS Team apparel featuring Super Hero Teams: Team SUPERMAN, Team BATMAN, or Team WONDER WOMAN as well as a full line of USA and international-themed apparel, hats, and accessories.

For more information on the Summer of Games, visit www.sixflags.com/summerofgames.

About Six Flags Entertainment Corporation

Six Flags Entertainment Corporation is the world's largest regional theme park company with $1.3 billion in revenue and 18 parks across the United States, Mexico and Canada. For 55 years, Six Flags has entertained millions of families with world-class coasters, themed rides, thrilling water parks and unique attractions. For more information, visit www.sixflags.com.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About DC Entertainment

DC Entertainment, home to iconic brands DC (Superman, Batman, Green Lantern, Wonder Woman, The Flash, etc.), Vertigo (Sandman, Fables, etc.) and MAD, is the creative division charged with strategically integrating across Warner Bros. and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment, and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is one of the largest English-language publishers of comics in the world.

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Source: Six Flags Entertainment Corporation

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