Six Flags Theme Parks and Hallmark Channel Host the World's Largest Snowball Fight at Six Flags Holiday in the Park®

December 05, 2017

"Six Flags Snow Day, presented by Hallmark Channel" to take place Saturday, December 9

GRAND PRAIRIE, Texas--(BUSINESS WIRE)-- Six Flags Entertainment Corporation (NYSE:SIX), the world's largest regional theme park company, and Hallmark Channel, home of top-rated holiday programming event *Countdown to Christmas*, are once again teaming up for a national partnership this holiday season. The collaboration will celebrate the company's annual winter spectacular in an attempt to make Holiday in the Park® history with Six Flags Snow Day, presented by Hallmark Channel, on December 9, 2017.

This press release features multimedia. View the full release here: http://www.businesswire.com/news/home/20171205005442/en/

Six Flags Holiday in the Park (Photo: Business Wire)

"We are thrilled to work with Hallmark Channel again this year to create a unique, fun event for our guests," said Six Flags Vice President of North American Strategic Marketing and Partnerships, Stephanie Borges. "This time of year is all about families and friends coming together to enjoy the wonder of the holidays, which perfectly aligns with Holiday in the Park and Hallmark Channel."

Six Flags Theme Parks across the U.S. will celebrate Snow Day with the *World's Largest Snowball Fight*. The special event will also include giveaways, games, and custom-designed ice sculpture frames for the perfect holiday photo. Participants will receive plush indoor snowballs to toss during this family-friendly event. Participation is free with theme park admission.

Six Flags and Hallmark Channel are encouraging guests to bring new, unworn warm clothing to the parks on event day to receive 40% off theme park admission and participate in Six Flags Snow Day. All clothing items will be donated to the Salvation Army to help keep those in need warm this winter. The first 200 guests to register at each park will also receive a special Snow Day surprise from Six Flags and Hallmark Channel. Visit www.SixFlags.com/snowday for event timing and details.

Six Flags will promote Hallmark Channel's "Countdown to Christmas" programming franchise throughout nine domestic theme parks and on Six Flags' online channels with original promotional content. The network will promote Six Flags' annual Holiday in the Park® online and on-air.

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 20 parks across the United States, Mexico and Canada. For 56 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.

Holiday in the Park® is a registered trademark of Six Flags Theme Parks Inc.

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About Hallmark Channel

Hallmark Channel is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 88 million homes. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature new, original movies, the network features an ambitious lineup of other new, original content, including scripted primetime series, such as "Good Witch," "When Calls the Heart" and "Chesapeake Shores"; annual specials including "Kitten Bowl"and "Hero Dog Awards"; and a daily, two-hour lifestyle show, "Home & Family."Additionally, Hallmark Channel is the exclusive home to world premiere presentations of the acclaimed Hallmark Hall of Fame franchise. Dedicated to helping viewers celebrate life's special moments, Hallmark Channel also offers annual holiday programming franchises, including "Countdown to Christmas," "Countdown to Valentine's Day," "Summer Nights," "Fall Harvest" and "Winterfest." Rounding out the network's diverse slate are some of television's most beloved comedies and series, including "The Golden Girls" and "Frasier."

Hallmark Cards, Inc. owns and operates Crown Media Family Networks.

For more information, please visit www.crownmediapress.com
To visit the network website, please visit www.hallmarkchannel.com
Hallmark Channel on Social Media: Facebook, Twitter, Pinterest, YouTube

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Source: Six Flags Entertainment Corporation

Prices, operating schedule and park policies are subject to change without notice. Processing fees apply to online orders.
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