Biggest July 4th Toast Achieved at Six Flags Parks

July 04, 2019

More than 20,000 Salute America with an Ice-Cold Coca-Cola Beverage

GRAND PRAIRIE, Texas--(BUSINESS WIRE)-- Six Flags Entertainment Corporation, (NYSE:SIX) the world's largest regional theme park company, has set a new record for the *Biggest July 4th Toast in the USA.* A grand total of 22,555 guests and team members across 11 Six Flags theme parks throughout the U.S. lifted an ice-cold, refreshing Coca-Cola beverage on July 3 in a memorable pre-holiday salute to America. The record was set during the kickoff of the annual **Coca-Cola July 4th Fest**, the nation's biggest Independence Day celebration. This year's event features dazzling fireworks, new Coca-Cola Cool Zones, and one hour early, Exclusive Ride Times July 3-6.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20190704005045/en/

Members of the 135th Army band Aftershock toast America at Six Flags St. Louis during the annual Coca-Cola July 4th Fest. (Photo: Business Wire)

"We are thrilled to have partnered with our friends at Coca-Cola in a Six Flags-sized toast to the USA," said Vice President of Marketing and Sales James Geiser. "Both brands represent family, friends, and fun, thrilling moments."

Coca-Cola July 4th Fest continues through July 6 with park-wide activities each day including:

- Exclusive Ride Times on the most popular rides and attractions (with paid admission and a can of Coca-Cola at entry);
- New Coca-Cola Cool Zones filled with the chill of cool misters, ice-cold beverage samples, themed games and prizes, fun photo ops and more;
- Returning Coca-Cola foam dance parties; and
- A special Coca-Cola toast each night just before the start of the fireworks.

About Six Flags Entertainment Corporation

Six Flags Entertainment Corporation is the world's largest regional theme park company and the largest operator of waterparks in North America, with $1.5 billion in revenue and 26 parks across the United States, Mexico and Canada. For 58 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.

Follow us on Twitter @SixFlags

Like us on Facebook at facebook.com/sixflags

View source version on businesswire.com: https://www.businesswire.com/news/home/20190704005045/en/

Sandra Daniels

Six Flags Entertainment Corporation

972.595.5178

sdaniels@sftp.com

Source: Six Flags Entertainment Corporation

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