



Six Flags Entertainment Corporation

Locations: Texas (HQ)

Industries: Media and Entertainment

RISK LEVEL:



Lower Risk

DESCRIPTION:

Six Flags Entertainment does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Overall, Six Flags does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

Six Flags supports ESG within its business practices. The company stated, "We endeavor to integrate environmental, social, and governance (ESG) practices that create sustainable economic value to our employees, shareholders, communities, and other stakeholders" (1). However, Six Flags has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (2)(3).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

Six Flags does not appear to discriminate against charitable organizations based on views or beliefs (1)(2).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Six Flags hosts DE&I trainings for its top level leadership, and plans to address bias by "updating" its social media and hiring processes, and "changing any ride or attraction names that could be viewed as offensive" (1). Six Flags does not provide viewpoint protections for its employees (2).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.

Lower Risk

Six Flags has not supported ideological causes or policies [\(1\)](#).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression.

Medium Risk

Six Flags hosted all-age drag shows in June of 2023 in various park locations [\(1\)](#).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

Lower Risk

Six Flags does not operate a PAC at this time and has not lobbied for ideological purposes [\(1\)](#)[\(2\)](#).

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