



For Immediate Release

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**Giant Easter Egg Hunt Rolls Into Western Mass
Greater Springfield CVB, Six Flags New England Team Up to Present Regional Event**

SPRINGFIELD, Mass. — April 10, 2019 — The Greater Springfield Convention & Visitors Bureau (GSCVB) and [Six Flags New England](#), the region’s largest theme park, are to present a region-wide Easter Egg Hunt on Saturday, April 20. This event will be the largest Easter Egg hunt in New England with a radius of 40 miles around the theme park in Agawam.

The GSCVB and Six Flags New England will hide 200 eggs at high traffic locations throughout the region to celebrate the holiday and encourage folks to get outside and play this spring. Each winning egg will contain a voucher valid for one free ticket to Six Flags New England valid through Memorial Day weekend. Some will contain additional prizes from tourism partners throughout Western Mass.

“Six Flags New England is thrilled to partner with The Greater Springfield Convention & Visitors Bureau with our first ever Easter Egg Hunt. Spring is a beautiful season in Western Mass and we are overjoyed to welcome guests into our park for the 2019 season and support regional businesses from throughout the area,” said Six Flags New England Park President Pete Carmichael. “Our company continues to support regional tourism and this event is another example of our commitment to Western Mass and our valued business partners.”

The Western Mass Egg Hunt will kick off promptly for 11:00 a.m. at participating locations and will require no fee to participate. The two organizations are encouraging participants to observe the following safety rules while hunting for eggs: no running, pushing or horse-play. Look for the hashtag #WesternMassEggHunt for updates and clues from now through April 20th or follow Explore Western Mass on Facebook and Instagram.

“We’re delighted to partner with Six Flags New England to place eggs throughout Western Mass and highlight all of the great attractions in our region. We hope this event encourages people to get out into Western Mass and play – there’s so much to do and see especially now that spring has sprung,” said GSCVB President, Mary Kay Wydra. “Kudos to our friends at Six Flags New England for coming up with this ‘egg-citing’ idea!”

Participating Locations Include:

- Longmeadow Shops
- Springfield Museums
- Magic Wings
- Holyoke Mall
- New England Air Museum
- Basketball Hall of Fame
- Village Commons
- MassMutual Center/Court Square
- Historic Deerfield
- Yankee Candle Village

- Springfield Regional Visitors Information Center

About Six Flags Entertainment Corporation

Six Flags Entertainment Corporation is the world's largest regional theme park company with \$1.4 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 waterparks and unique attractions. For more information, visit www.sixflags.com. Follow us on Twitter at twitter.com/sf_newengland. Like us on Facebook at facebook.com/sixflagsne.

About The Greater Springfield Convention & Visitors Bureau

The GSCVB, an affiliate of the Economic Development Council of Western Mass, is a private non-profit destination marketing organization dedicated to promoting Western Mass for meetings and conventions, group tours, sports and leisure travel. For more information on the GSCVB, visit ExploreWesternMass.com or follow us on Facebook and Instagram at ExploreWesternMass. Follow us on twitter using handle @XploreWesternMA. Engage with us using #westernmass.

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