

October 01, 2008

Dear Ms. Daniels:

As you know, PETA was thrilled to let our more than 2 million members and supporters know that Six Flags Amusements decided to retire the cockroach-eating contests at Fright Fest. Needless to say, we were surprised and disappointed to hear from a whistleblower that your company intended to renege. While we did not receive a response to our inquiry regarding these concerns, weeks later, we are disgusted to read the news release that corroborates the whistleblower's claim that Six Flags planned for this year an equally pathetic and cruel Fright Fest promotion that features other insects.

As a company that is struggling to maintain a slipping foothold in the still-strong recreation industry, it is understandable that your marketing department might have felt that this desperate action was needed. However, to exploit and kill animals of any size or form is wrong, no matter how much your frustrated shareholders want to see a turnaround. As many companies and investors have learned, exploiting animals is no way to see a return. A 2006 study found that PETA is, overall, the nonprofit organization that 13- to 24-year-olds in North America would be most likely to volunteer for. Promoting the humane treatment of animals is clearly a wise business decision.

Now is as good time as any for redemption, and we certainly hope that Six Flags will leave the insects alone by rising to the challenge and coming up with a truly innovative Fright Fest, rather than resorting to desperate measures for cheap publicity.

Sincerely,

Kristie Phelps, Assistant Director
Animals in Entertainment Campaign