

**Contact:**

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Event:

65th Anniversary of Six Flags over Texas & record-breaking rollercoaster
Arlington, TX 76011 (original location)
<https://www.prnewswire.com/news-releases/six-flags-over-texas-unveils-record-breaking-roller-coaster-tormenta-rampaging-run-set-to-become-tallest-fastest-longest-and-first-ever-giga-dive-coaster-302567286.html>

Speaker(s): Matthew McConaughey & Shaquille O'Neal

When:

May 30, 2026, 10a.m.
Opening Day of the new roller coaster & kickoff of 65th Anniversary

Who is the audience:

- Six Flags Community Partners & Donors
- Select Influencers & Celebrities
- Season Ticket Holders
- Pre-sale Exclusive Tickets (\$\$)

Promotion of speech

Before speech: *invites, media advisory*

- Send out invitations to special guests, community partners, and influencers.
- Send special invite to purchase tickets for event for season ticketholders.
- Filming day:

- O'Neal & McConaughey and their families spending a day at the park
 - Get TikTok & reel footage, TV commercial footage to advertise event ahead of time
 - Film Shaq & McConaughey on new rollercoaster



During speech: live posts, hashtags for social media

- Post photos in real time from speech and of ribbon cutting
- Post video of O'Neal & McConaughey on new rollercoaster while it is played at speech
- #sixflags65 #tormentarampagingrun

After speech: transcripts. News release, photos

- Publish news release summarizing key remarks, quotes, photos, event highlights
- Share full transcript of speeches for media use
- Continue engagement with #SixFlags65 hashtag throughout the week
- Send out Thank-you's

Run of Show

8:00 a.m. – Production Team Arrival

- Stage, audio, and lighting crews on-site for setup
- Test microphones, stage monitors, and podium placement

- Confirm backdrop banners, coaster unveiling curtain, and confetti cannons

8:30 a.m. – Event Staff and Speakers Check-In

- Matthew McConaughey, Shaquille O’Neal, Six Flags executives, and media arrive
- Mic checks and stage positioning run-through
- Confirm ribbon-cutting materials and ceremonial scissors

9:00 a.m. – Pre-Show Setup

- Crowd entertainment begins (Six Flags MC or DJ)
- Park characters and performers interact with guests
- LED screens display Six Flags historical montage and graphics

9:20 a.m. – Guests Take Seats

- Announcements over loudspeaker reminding guests to move toward main stage
- Stage Manager coordinates final cue checks
- Photographers and media outlets in position

9:30 a.m. – Live Program Begins

- House music fades out

EMCEE Announcement/Welcomes: **Richard A. Zimmerman Welcome**

9:33 a.m. – Opening Remarks–Zimmerman

- Highlights park history, innovations, and milestone moments
- Emphasize Six Flags’ growth, innovation, and guest loyalty
- Recognize employees, fans, and partners for continued support
- Introduces Matthew McConaughey

9:37 a.m. – Matthew McConaughey: Welcome & Reflection

- “What a day to celebrate 65 years of thrills, laughter, and unforgettable memories here at Six Flags.”
- Reflects on childhood memories of amusement parks and the shared joy of adventure
- Introduces Shaquille O’Neal

9:42 a.m. – Shaquille O’Neal:

- Speaks about the spirit of community and fun at Six Flags

*Cue pre-recorded video of pair on rollercoaster

9:46 a.m. – Coaster Introduction & Dedication

- **Matthew:** something funny about video/rollercoaster
- **Shaq:** talk about history in motion—the tallest, fastest, longest, and first-ever Giga Dive Coaster.

9:50 a.m. – Ribbon Cutting Ceremony

- Stage Manager cues music and confetti cannons
- **Matthew** and **Shaquille** hold oversized scissors together
- Crowd countdown: “3... 2... 1!”
- Ribbon cut and curtain drops to reveal coaster signage
- Confetti canons

9:52 a.m. – Media Photo Opportunity

- Press photographers capture ribbon cutting and first ride moments
- Executive team, Matthew, and Shaquille pose for photos

10:00 a.m. – Closing Remarks & Transition

- Announcer thanks guests and invites them to experience Tormenta
- Ride opens to the public with limited VIP access first

10:15 a.m. – Post-Event Media Availability

- Press Q&A area opens near media tent
- Matthew and Shaquille optional brief interviews—just a few questions/remarks

10:30 a.m. – Event Concludes

- Public crowd disperses into park attractions
- Production crew begins teardown