
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549**

FORM 8-K

**CURRENT REPORT
Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): March 26, 2018

SeaWorld Entertainment, Inc.

(Exact name of Registrant as Specified in Its Charter)

Delaware
(State or Other Jurisdiction
of Incorporation)

001-35883
(Commission
File Number)

27-1220297
(IRS Employer
Identification No.)

9205 South Park Center Loop, Suite 400 Orlando, Florida
(Address of Principal Executive Offices)

32819
(Zip Code)

Registrant's Telephone Number, Including Area Code: (407) 226-5011

Not Applicable
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instructions A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure.

The information in Item 8.01 below is incorporated by reference herein. A copy of the internal memo referenced in Item 8.01 is furnished herewith as Exhibit 99.1 and incorporated by reference herein.

The information in this Item 7.01 of this Current Report on Form 8-K and Exhibit 99.1 attached hereto shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section or Sections 11 and 12(a)(2) of the Securities Act of 1933, as amended. The information contained in this Item 7.01 and in Exhibit 99.1 to this Current Report shall not be incorporated by reference into any filing with the SEC made by the Company, whether made before or after the date hereof, regardless of any general incorporation language in such filing.

Item 8.01 Other Events.

On March 26, 2018, SeaWorld Entertainment, Inc. (“SeaWorld” or the “Company”) issued an internal memo to its employees announcing that Denise Godreau is leaving her position as the Chief Marketing Officer, effective immediately. In connection with Ms. Godreau’s departure and contingent on her delivery of a general release of claims, Ms. Godreau will be eligible to receive separation benefits described in her offer letter.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

<u>Exhibit No.</u>	<u>Description</u>
Exhibit 99.1	SeaWorld Entertainment, Inc. internal memo dated March 26, 2018.

Signatures

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SEAWORLD ENTERTAINMENT, INC.

Date: March 26, 2018

By: /s/ G. Anthony (Tony) Taylor
Name: G. Anthony (Tony) Taylor
Title: Chief Legal Officer, General Counsel and Corporate Secretary

INTERNAL MEMO FROM JOHN REILLY

March 26, 2018

To: All SeaWorld Parks & Entertainment Employee Ambassadors

As we move into our peak season, we believe our comprehensive new marketing and communications strategy, including our exciting Park to Planet campaign, is resonating with guests. Our progress, performance and expectations remain on track, consistent with last month's earnings call commentary. Importantly, we are driving higher season pass sales and overall attendance, including in our California market. I know I can count on all of you to stay focused on delivering the fun and meaningful experiences our guests expect.

To continue our momentum and intensify our focus on execution, we have made several changes to the marketing and sales function. We have added new leadership in digital marketing and changed our agencies to further strengthen our existing, highly capable marketing and communications teams company-wide. Together, they will be working even more closely to deliver on their current marketing plans. In addition, our revenue management and pricing function will now report to our finance group.

As a result of these changes, Denise Godreau will be leaving the company. We appreciate all that Denise has done and we wish her the best in the future.

We are clear and focused on our mission and our goals. I am very grateful for your continued hard work and commitment as we move forward together.

Sincerely,

/s/ John Reilly

John Reilly
Interim Chief Executive Officer