



The Health Plan Announces Title Sponsorship of Charleston Sternwheel Regatta's Kid Zone

Charleston, WV – May 18, 2022 – **The Health Plan (THP) is excited to present “The Health Plan’s Kid Zone” at the Charleston Sternwheel Regatta (CSR)**, June 30 through July 4, 2022. THP is a proud donor of the non-profit organization and looks forward to being this year’s title sponsor for the children’s event at the regatta’s Magic Island.

“We are thrilled to be a part of this major event in Charleston,” said Jeff Knight, President and CEO of The Health Plan. “Our continued goal is to be a part of community-minded events that take place all over the state of West Virginia.”

The Health Plan’s Kid Zone will have a **mural festival, sandcastle fest, wiener dog races, an “Anything that Floats” workshop, jumping inflatables, magicians, caped heroes** and more.

“We can’t thank The Health Plan enough for their generosity because they’re going to make kids smile all 5 days!” said CSR Commission Member Bryan Hughes. “We will have the premier, summer event for kids of all ages and the support we get from companies like The Health Plan make exciting things possible.”

About the Charleston Sternwheel Regatta

The festival was founded in 1971 as a simple race amongst sternwheel boats. Over 38 years, it grew to be THE festival in the region and regaled as one of the top festivals in the country. In 2022, the Regatta is back with the largest event in the state of West Virginia. Top national musical acts will appear on stage, children will be entertained each day of the event and boat races will be happening too. While the Regatta is a 501(c)(3) non-profit organization, we are proud to support many other non-profits around the community so that they can raise money and awareness for their organizations

About The Health Plan

As one of the largest locally managed care organizations in West Virginia, The Health Plan is a customer-focused organization that manages and improves the health and well-being of its members. Established in 1979, the West Virginia-based company offers innovative health care benefits and plans at a reasonable cost across the mid-Atlantic region and nationally.

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At a Glance:

- **The Health Plan (THP) announces their title sponsorship of “The Health Plan’s Kid Zone” at the Charleston Sternwheel Regatta (CSR)**
- **Events at THP’s Kid Zone include a sandcastle fest, inflatables, wiener dog races and live entertainment**
- **THP’s Kid Zone will be held June 30 through July 4, 2022 at CSR’s Magic Island**

