

**FOR IMMEDIATE RELEASE**



(EASTON, MD – August 11, 2011)

## **CareFirst BlueCross BlueShield sponsors Maritime Museum's Boating Party**

CareFirst BlueCross BlueShield recently presented a \$15,000 check to become a corporate sponsor to the Chesapeake Bay Maritime Museum's (CBMM) *Dressing the Ship* 14<sup>th</sup> Annual Boating Party. The signature, tented event will be held September 10. The Boating Party is the museum's annual, fundraising event, with proceeds benefiting the children and adults served by the museum's educational, exhibit and boat restoration programs.



*With presentation of a \$15,000 donation, CareFirst BlueCross BlueShield recently became a corporate sponsor of the Chesapeake Bay Maritime Museum's 14<sup>th</sup> Annual Boating Party, to be held September 10 along the museum's 18-acre waterfront campus in St. Michaels, MD. Pictured from left: CareFirst Medical Director of Medical Management Lane Wroth, MD; CBMM Boating Party Co-Chair Paul Berry; CBMM President Langley Shook; CareFirst District Office Supervisor Julia Scott; CBMM Boating Party Co-Chair Amy Berry; and CareFirst Executive Vice President and Chief Marketing Officer Greg Devou.*

Other corporate sponsors include Boating Party Honorary Co-Chairs Sonia and Paul Tudor Jones, the Patrice and Scott Brickman Family Foundation, Corstone Capital, Hinckley Yachts, Sparks Personnel, the Roux family, and Abacus Technology Corporation. The event is co-chaired by Amy and Paul Berry, with Governor Martin

O'Malley serving as the dinner committee chair, and Senator Barbara Mikulski, Senator Benjamin Cardin and Representative Andy Harris serving as dinner committee co-chairs.

“The museum’s work highlights the educational and economic importance of the Bay to the people of Maryland,” commented CareFirst Executive Vice President and Chief Marketing Officer Greg Devou. “So we’re delighted and proud to contribute to the museum’s success through our sponsorship.”

CareFirst’s Easton District office is one of two offices serving the people of Maryland’s Eastern Shore for more than 40 years. The Easton CareFirst office employs 80 associates while providing individuals and groups with experienced customer service representatives addressing benefit questions, claim issues and policy options. The office provides case management for national account CareFirst members and processes approximately 900,000 annual claims for CareFirst members in Maryland.

Set along the scenic Miles River, the September 10 fundraising gala begins at 5:30pm and features cocktails and hors d’oeuvres, a full-course gourmet dinner to be seated at 7pm, live music, dancing, and a live auction of travel packages and more. A highlight of the evening will be a performance by the *Freddy Cole Jazz Quartet*, with Freddy singing many of his and his late brother Nat King Cole’s favorite tunes. The evening will culminate with dancing to the live music of *The Golden Gup*.

The non-profit Chesapeake Bay Maritime Museum is the leading institution for studying, preserving, exhibiting and celebrating the rich maritime history, heritage, traditions and culture of the Chesapeake Bay and its tidal reaches. With 18 waterfront acres in the historic town of St. Michaels, the museum offers permanent and changing exhibits, demonstrations, scenic boat cruises, and annual festivals that celebrate Chesapeake Bay culture, boats, seafood, and history.

Tickets for the September 10 event are \$175 per person or \$1,750 for a table of 10, with benefactor and corporate sponsorships available. To reserve your table or tickets, call the Museum’s Director of Development René Stevenson at 410-745-4950. More info about the event can also be found at [cbmm.org](http://cbmm.org).

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