HUNTINGTON — Heritage Farm Museum and Village smashed its Wednesday attendance records this June, with help from a Kids Day sponsorship by HIMG and volunteers from local communities.

Heritage Farm is known for its popular Way Back Weekends throughout the year, but since June 1, more than 1,000 guests have experienced West Virginia’s first Smithsonian-affiliated living history museum during Wednesday visits, according to a release from the museum.

Jake Sharp, director of marketing at Heritage Farm Museum and Village, said generous support from the local sponsors has allowed Heritage Farm to provide more kid-friendly entertainment, in addition to its signature educational programming, at a discounted rate of $5 per person from 10 a.m. to 3 p.m. on Wednesdays through July.

He added that the Kids Day is made possible for people to come out that had never before visited the farm.

“HIMG is pleased to partner with Heritage Farm on offering this discounted summer program for the community,” said Mark Morgan, CEO of HIMG. “This partnership allows the youth to experience our rich Appalachian heritage firsthand, which is important for them to appreciate where we are today.”

First Sentry Bank, Chapman Printing and Cabell Huntington Hospital are also sponsoring the farm this summer through its Way Back Weekends.

“We are always looking for community partnerships,” Sharp said. “The farm has a ton of assets that people don’t know about and the only way to find out is to come out and work with us. We pride ourselves on kids’ education program and do a unique and innovative job of combining education and fun using history as platform to showcase what is cool about the present and get them to dream for the future.”