



## PRESS RELEASE

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# Dominion Riverrock announces schedule for May 13-14 event

## Bouldering and Stand Up Paddleboarding among additions to 3<sup>rd</sup> annual festival

RICHMOND, VA – The Sports Backers and Venture Richmond announced today the schedule for this year's Dominion Riverrock, the East Coast's premier adventure sports festival, set for May 13-14, 2011. Dominion Riverrock brings athletes, spectators, musicians and even dogs to Brown's Island in Richmond, VA for a two-day festival against the backdrop of Richmond's downtown riverfront.

The 2011 schedule of events features trail running, mountain biking, kayaking, freestyle biking and ultimate air dogs – along with musical performances, food vendors, exhibits and much more. Also, new additions to the event include bouldering and Stand Up Paddleboarding.

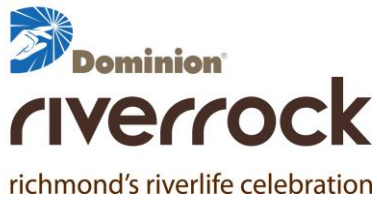
### Friday, May 13, 2011

4 - 6 p.m.	Event Registration and Athlete Check-in
5 - 8 p.m.	Vendor Booths and Interactive Village open
6 p.m.	<a href="#">MGD 64 Filthy 5k Mud Run</a>
6 - 7 p.m.	<a href="#">Native Freestyle Bikes</a> (Best Trick Qualifying)
6 - 7 p.m.	<a href="#">Bouldering</a> (Women's Qualifying)
6 - 7:30 p.m.	<a href="#">Red Bull Canal Crashers</a> (Qualifying)
6 - 7:30 p.m.	<a href="#">Eukanuba Ultimate Air Dogs</a> (Qualifying)
7 - 8:15 p.m.	<a href="#">Native Freestyle Bikes</a> (Best Trick Finals)
7:15 p.m.	Free Concert featuring <a href="#">Big Gigantic</a>
7:30 - 8 p.m.	<a href="#">Eukanuba Ultimate Air Dogs</a> (Catch It Finals)
6 - 7 p.m.	<a href="#">Bouldering</a> (Men's Qualifying)
9 p.m.	Free Concert featuring <a href="#">Perpetual Groove</a>

### Saturday, May 14, 2011

11 a.m. - 6 p.m.	Event Registration and Athlete Check-in
1 - 9 p.m.	Vendor Booths and Interactive Village open
1 - 6 p.m.	<a href="#">Eukanuba Ultimate Air Dogs</a> (Qualifying)
1 p.m.	<a href="#">Stand Up Paddleboard (SUP) Enduro</a>
1 p.m.	<a href="#">Kayak Boatercross</a>
2:30 p.m.	<a href="#">Urban Assault Mountain Bike Race</a>
3 - 4 p.m.	<a href="#">Bouldering</a> (Women's Semifinals)
4 p.m.	<a href="#">Stand Up Paddleboard (SUP) Cross</a>
4 - 5 p.m.	<a href="#">Bouldering</a> (Men's Semifinals)
5:30 p.m.	Free Concert featuring <a href="#">People's Blues of Richmond</a>

(More)



6 p.m.	<a href="#">James River Scramble</a> 10k Trail Run
6 - 7 p.m.	<a href="#">Native Freestyle Bikes</a> (Slopestyle Qualifying)
6 - 7:30 p.m.	<a href="#">Eukanuba Ultimate Air Dogs</a> (Fetch It Finals)
6:30 p.m.	<a href="#">Red Bull Canal Crashers</a> (Finals)
6:30 - 7:30 p.m.	<a href="#">Bouldering</a> (Women's Finals)
7:30 p.m.	Free Concert featuring TBA
7:30 - 8 p.m.	<a href="#">Eukanuba Ultimate Air Dogs</a> (Finals)
7:30 p.m.	<a href="#">Native Freestyle Bikes</a> (Slopestyle Finals)
8 - 9 p.m.	<a href="#">Bouldering</a> (Men's Finals)
9 p.m.	Free Concert featuring <a href="#">Yonder Mountain String Band</a>

**Dominion Riverrock is open to the public and is free to all spectators. For event registration and further information about Dominion Riverrock 2011, please visit [www.dominionriverrock.com](http://www.dominionriverrock.com)**

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