



PRESS RELEASE

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Contact: Jackie Stoneburner
(804) 285-9495 x247

Dominion Riverrock partners with Walkabout Outfitter to kick off the festival weekend with 5Point Film Festival On the Road at The Byrd Theatre

RICHMOND, VA – With Dominion Riverrock quickly approaching, the festival has announced a partnership with [Walkabout Outfitter](#), an outdoor retailer set to open its doors in Carytown in May, to host the [5Point Film Festival On the Road at The Byrd Theatre](#) on Thursday, May 15. The 5Point Film Festival On the Road presented by Walkabout Outfitter will kick off the action-packed weekend with a series 12-14 short documentary adventure films from 6:30-8:30 p.m. This event is free, and doors open to the public at 6:00 p.m.

The 5Point Film Festival On the Road series focuses on the outdoor industry's inspirational stories and is dedicated to bringing communities together as one. With all the excitement and buzz surrounding Dominion Riverrock, 5Point film was excited to include Richmond in their On the Road series this year.

"Richmond is an outdoor-centric city that has gained so much steam as an outdoor destination over the past few years," said Sarah Wood, executive director of the 5Point Film Festival. "We are very excited to introduce our On the Road series to a new community filled with outdoor enthusiasts."

Walkabout Outfitter is the presenting sponsor of the 5Point Film Festival On the Road series at The Byrd Theatre. Walkabout Outfitter will be entering the Richmond market in early May, opening a new retail store in Carytown in time for Dominion Riverrock.

"Partnering with the nation's largest outdoor sports and music festival is a great opportunity to start to show ourselves as the outdoor store of choice in the region, get to know our local customers and support the local events," said Wendy Stanley, Walkabout Outfitter's development manager. "We've been serving the locals in Lexington, Roanoke and Harrisonburg and can't wait to join Carytown!"

For more information on the 5Point Film Festival presented by Walkabout Outfitter, visit the [Dominion Riverrock website](#). Dominion Riverrock, scheduled for May 16-18, 2014, is open to the public and is free to all spectators. Follow Dominion Riverrock on [Facebook](#), [Twitter](#), [Instagram](#) or [YouTube](#) to stay up to date with the latest event information.

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About Dominion Riverrock

Dominion Riverrock, organized by Venture Richmond and the Sports Backers, began in 2009 and is now the nation's premier outdoor sports and lifestyle festival, bringing athletes, spectators, musicians, and even dogs to Brown's Island for a three-day festival against the backdrop of downtown Richmond's urban riverfront. The festival features a variety of outdoor sports including trail running, kayaking, biking, bouldering, slacklining, stand up paddleboarding, and dog jumping. The event was designed to promote Richmond's unique riverfront, downtown trails and whitewater rapids to outdoor enthusiasts. As a result of the creation of Dominion Riverrock, there is a stronger appreciation for the value of outdoor recreation throughout the entire Richmond region.



About 5Point Film Festival

Established in 2008, 5Point Film is on a mission to inspire adventure of all kinds, to connect generations through shared experience, to engage passion with a conscience, and to educate through film. Creating various events, including an annual four-day film festival in Carbondale, CO and several events across the country, 5Point Film continues to deliver a unique film experience by drawing in passionate athletes, artists, filmmakers, films, and the community around short documentary films. 5Point also hosts various film events in the Roaring Fork Valley and organizes the Dream Project a student scholarship program for high school students. Visit www.5pointfilm.org for more information.