



PRESS RELEASE

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Dominion Riverrock festival concludes with record-tying crowds at Brown's Island and Historic Tredegar

RICHMOND, VA – The 7th annual Dominion Riverrock, the nation's premier outdoor sports and river life festival, concluded this afternoon after drawing estimated crowds of 100,000 to Brown's Island and Historic Tredegar for the three-day event, tying last year's record. Organized by Venture Richmond and Sports Backers, Dominion Riverrock is the largest outdoor sports and music festival in the United States.

Athletes and spectators alike flocked to Brown's Island and Historic Tredegar throughout the weekend for an incredible combination of sporting events and music. Greensky Bluegrass performed on Friday, and Blues Traveler performed on Saturday – both in front of massive and energetic crowds.

Dominion Riverrock is a celebration of downtown Richmond's riverfront, and the James River took center stage during the festival. Both the Sierra Nevada Kayak Boatercross and the Stand Up Paddleboard Cross events took place in the river adjacent to Brown's Island in the VEPCO levy rapids on Saturday. On Sunday, kayakers showed off their best tricks in the Sierra Nevada Kayak Freestyle event in the same rapids.

Other crowd favorites at Dominion Riverrock included the Subaru Ultimate Air Dogs presented by Zuke's, Boulder Bash and Garmin Freestyle Bikes presented by Agee's. The Filthy 5k Mud Run presented by Ruffwear took place on Friday evening with more than 1,150 participants. The James River Scramble 10k Trail Run presented by Goal Zero drew more than 900 participants and the Thule Urban Assault Mountain Bike Race had over 200 riders.

The Red Bull Berm Burners returned for its second year at Riverrock and the track saw plenty of action over the course of the weekend. This head-to-head dirt cycling competition drew 22 pro riders on Saturday and another 44 amateur riders on Sunday.

Kayaks, stand up paddleboards, mountain bikes, slacklining, hiking, and bouldering were available throughout the duration of the event for festival attendees to demo free of charge in the Go RVing Interactive Village.

For more information about Dominion Riverrock or for full results from each of the events, please visit www.dominionriverrock.com. The event will return to Brown's Island and Historic Tredegar on May 20-22, 2016.

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About Dominion Riverrock

Dominion Riverrock, organized by Venture Richmond and 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.