



## PRESS RELEASE

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# Art on Wheels brings monumental empowerment to vets during 2014 Dominion Riverrock fest

## Large scale, public monument to be created by veterans through performance art

RICHMOND, VA – In conjunction with Armed Forces Day, Dominion Riverrock will be hosting The Veteran's Impact Project, a large scale, public monument created by veterans through performance art, on Saturday, May 17 from 12-6 p.m. and Sunday, May 18 from 12-5 p.m.

The monument is a collaborative effort of Art on Wheels and sculptor James Robertson. Registered participants will operate a Roman siege device called a Ballista, to hurl assorted objects symbolic of military service into large clay panels. The resulting 3'x15' relief sculpture honors military service through the creation of a truly unique commemorative monument and will be permanently installed for public display.

The Veteran's Impact Project challenges conventional approaches to public art by involving the honorees in every aspect of creating a monument to their service. Unlike most military service monuments, The Veteran's Impact Project celebrates service members who came home, and gives them a platform to communicate to a broader audience about their experiences.

Veterans and community members wishing to honor a veteran must sign up on the Art on Wheels Virginia [website](#) to participate. Registration is open in advance and throughout the event. Group Registration is available. Registrants must know basic military service information for the veteran they wish to honor in order to be included on the monument plaque. Images related to the Veteran's Impact Project can be found [here](#).

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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.