



PRESS RELEASE

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## **2014 Dominion Riverrock festival concludes after record crowds flock to Brown's Island and Historic Tredegar**

RICHMOND, VA – The 6<sup>th</sup> annual Dominion Riverrock, the nation's premier outdoor sports and river life festival, concluded this afternoon after drawing record crowds to Brown's Island and Historic Tredegar. Organizers estimated a total of 100,000 people attended the three-day festival. Dominion Riverrock is the largest outdoor sports and music festival in the United States.

"We saw the largest crowds we've ever seen on Brown's Island this weekend," said Lisa Sims, deputy director for Venture Richmond. "We couldn't be happier with the turnout."

Athletes and spectators alike crowded Brown's Island and Historic Tredegar for an incredible combination of sporting events and music. The Infamous Stringdusters performed on Friday, and Matisyahu performed on Saturday – both in front of massive crowds.

New to Dominion Riverrock in 2014 was the world premier Red Bull Berm Burners biking event. This head to head dirt cycling competition drew 33 pro riders on Saturday and another 37 amateur riders on Sunday.

High water levels on the James River added some extra action to the Leinenkugel's Summer Shandy Kayak Boatercross and Freestyle events as well as the Stand Up Paddleboard Cross event. All participants were required to obtain a high water permit in order to participate.

Other crowd favorites at Dominion Riverrock included the Subaru Ultimate Air Dogs, Boulder Bash and Garmin Freestyle Bikes. The Eukanuba Filthy 5k took place on Friday evening with more than 1,300 participants. The ECCO James River Scramble 10k, drew more than 1,000 participants and the Thule Urban Assault mountain bike race had nearly 250 riders.

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 Interactive Village.

**For more information about Dominion Riverrock or for full results from each of the events, please visit [www.dominionriverrock.com](http://www.dominionriverrock.com). The event will return to Brown's Island and Historic Tredegar on May 15-17, 2015.**

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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.