



PRESS RELEASE

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Dominion Riverrock partners with Project Yoga Richmond

River fest to feature yoga by the river

RICHMOND, VA – Dominion Riverrock is excited to partner with Project Yoga Richmond to introduce yogaROCK to the three-day festival scheduled for May 17-19. YogaROCK is a one-hour yoga session on Brown's Island and will take place at 11:00 a.m. on Saturday, May 18.

"Yoga is something that people are doing down by the river every day, so the partnership with Project Yoga Richmond was a perfect addition to Dominion Riverrock," said Megan Schultz, Dominion Riverrock event director.

The class is a mixed-level flow and great for beginner to advanced practitioners. In addition to the session led by certified yoga instructors, all participants will receive a cool event t-shirt, a goodie bag, a post-event beer or soda, and access to the rest of the happenings including live concerts at the Dominion Riverrock festival.

"We are so excited to be a part of this year's Dominion Riverrock festivities and grateful for the opportunity to share yoga on a large scale," said Elizabeth Sobka, an instructor at Project Yoga Richmond. "For me personally, a regular yoga practice has provided benefits including flexibility, focus, breath control, and strength in muscles I didn't even know I had."

Sobka guarantees yogaROCK participants will leave feeling "more open, stretched, and ready to take on the rest of the weekend's events."

Registration for yogaROCK is now open at www.dominionriverrock.com. The cost of registration is \$25 through May 14. All participants must bring a yoga mat.

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About Project Yoga Richmond:

Project Yoga Richmond is a 501 (c)(3) non-profit organization whose mission is to enhance the quality of life for individuals and communities by nurturing, expanding, and unifying the greater Richmond yoga and movement arts collective through selfless service.

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About Dominion Riverrock

Dominion Riverrock, organized by Venture Richmond and the Sports Backers, is the nation's premier outdoor 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.

Dominion Riverrock is open to the public and is free to all spectators. For event registration and further information about Dominion Riverrock 2013, please visit www.dominionriverrock.com.

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