



PRESS RELEASE

For Immediate Release
No. 36/11

May 11, 2011

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Kayak legend Eric Jackson to compete at 3rd annual Dominion Riverrock May 13-14 in Richmond, VA

Highlights of fest include Sperry Top-Sider Kayak Boatercross and Red Bull Canal Crashers

RICHMOND, VA – Sports Backers and Venture Richmond announced today that world kayak legend and 3-time Men’s Pro World Champion, Eric Jackson, will travel to Richmond to compete in the Sperry Top-Sider Kayak Boatercross and Red Bull Canal Crashers events at the third annual Dominion Riverrock on May 13-14. Dominion Riverrock, the East Coast’s premier outdoor sports and river-life festival, will bring athletes, spectators, musicians and even dogs to Brown’s Island for a two days of excitement against the backdrop of Richmond’s downtown riverfront.

Jackson will be attending the festival along with his daughter Emily, who is also a professional kayaker. Emily was the 2009 Women’s World Freestyle Champion. Both are likely to be top competitors in the Sperry Top-Sider Boatercross as well as the extreme Red Bull Canal Crashers.

Red Bull Canal Crashers

Extreme kayakers throw down huge tricks with plenty of flips and spins as they take off on a huge ramp. And, we are not talking just flipping over but full back flips in the air! Competitors are judged on the difficulty and precision of their tricks.

Competition Schedule:

| | | |
|------------------|------------------|------------|
| Friday, May 13 | 6:00 – 7:30 p.m. | Qualifying |
| Saturday, May 14 | 6:30 p.m. | Finals |

Prize Money: (Male & Female)

| | |
|-----------------------|---------|
| 1 st place | \$1,000 |
| 2 nd place | \$500 |
| 3 rd place | \$250 |

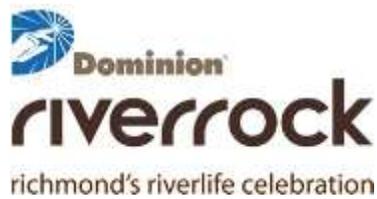
Sperry Top-Sider Kayak Boatercross

Heats of 4 kayaks and canoes will line up and race head to head just above the Brown’s Island rapid above the old VEPCO dam. The course will take competitors through the main drops with 3 different buoys that the competitors will have to circle on their way down the course. The top 2 boats advance to the next round. Eventually we will have the final 4 competitors for the championship round of Boatercross.

Competition Schedule:

| | |
|-------------------------|-----------|
| <i>Saturday, May 14</i> | 1:00 p.m. |
|-------------------------|-----------|

(More)



Prize Money: (Male & Female)

| | |
|-----------------------|-------|
| 1 st place | \$250 |
| 2 nd place | \$150 |
| 3 rd place | \$100 |

About Dominion Riverrock

Dominion Riverrock is the East Coast's premier outdoor lifestyle festival. The fest will boast a unique mix of sports, music and fun, set against the backdrop of Richmond's downtown riverfront. The sports competitions this year include trail running, mountain biking, stand up paddleboarding, kayaking, bouldering, freestyle biking and Ultimate Air Dogs contests. There will also be musical performances from high profile artists such as Big Gigantic, Perpetual Groove, and Yonder Mountain String Band, along with food vendors and exhibits.

Dominion Riverrock is open to the public and is free to all spectators. For event registration and further information about Dominion Riverrock 2011, please visit www.dominionriverrock.com

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