

PRESS RELEASE

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Dominion Riverrock draws more than 3,500 participants and over 25,000 spectators to Brown's Island in Richmond, VA May 13-14

First-ever Blue Ridge Mountain Sports Boulder Bash presented by Asana: A gleaming success in the River City

Zach Lerner captures Men's title, Sasha DiGiulian takes Women's for \$1,000 cash prize

RICHMOND, VA (May 15, 2011) – The 3rd annual Dominion Riverrock festival, the East Coast's premier outdoor sports and river life festival, concluded this morning after drawing a record 3,500+ participants and more than 25,000 spectators to Brown's Island in Richmond, VA, for the weekend's festivities. After inclement weather caused Saturday evening's events to be postponed, the two-day festival expanded into a third day in order to wrap-up the remainder of the sporting events. Dominion Riverrock is one of the largest outdoor sports festivals in the United States.

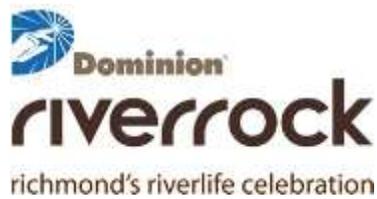
The country's top bouldering stars competed all weekend long in the festival's newest sporting event, the Blue Ridge Mountain Sports Boulder Bash presented by Asana, a competition that could likely change competitive climbing forever. Climbers ascended a man-made 20-foot high and 30-foot deep bouldering cage made from metal, wood, and fiberglass (see photo).



"This system is evolutionary in design, mobility, and flexibility. The angles are steeper than any other competition bouldering wall and smearing is limited to the volumes. Most exciting for spectators is the sport's first virtually unobstructed 360 degree view of the competitors," said Peak Experiences' Brent Quesenberry, the route designer for the Boulder Bash.

Zach Lerner of Lemont, PA, captured first place on the men's side, while Sasha DiGiulian took the crown on the women's side, continuing her recent winning streak.

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Women’s champion and Native athlete Sasha DiGiulian said, “This [climbing cage] is really innovative and cool, and I had a lot of fun climbing on it. I think that it’s great for exhibition because it draws a lot of spectators and it’s very visually appealing. I think that it’s momentum for climbing as a spectator sport because audiences can interact and get psyched to watch people climb on this crazy structure.”

The Boulder Bash began with 10 men and 10 women competing on 2 routes with a 5-minute break between the routes on Friday evening. The top eight competitors went on to compete in the Semi-Final round for one route Saturday afternoon. Then, the top six moved on to the finals, which were moved until Sunday morning, for one last route. Competitors had five minutes to complete each route.

“I’ve done a lot of competitions, but none quite like this,” said Zach Lerner, the champion of the 2011 Blue Ridge Mountain Sports Boulder Bash. “This was a really special competition to be part of and I’m really glad I was here. I think events like this that bring in big crowds definitely are helping make the sport more popular.”

RESULTS:

Male:

- #1 Zach Lerner \$1,000 prize
- #2 Paul Robinson \$750 prize
- #3 Daniel Woods \$400 prize
- #4 Ryan Banister \$250 prize
- #5 Alex Johnson \$100 prize

Female:

- #1 Sasha DiGiulian \$1,000 prize
- #2 Angie Payne \$750 prize
- #3 Leanna Lockhart \$400 prize
- #4 Charlotte Bosley \$250 prize
- #5 Kati Peters \$100 prize

The Blue Ridge Mountain Sports Boulder Bash will return to Dominion Riverrock on May 18-19, 2012.

About Dominion Riverrock

Dominion Riverrock is the East Coast’s premier outdoor lifestyle festival. The fest boasts a unique mix of sports, music and fun, set against the backdrop of Richmond’s downtown riverfront. The sports competitions this year included trail running, mountain biking, stand up paddleboarding, kayaking, bouldering, freestyle biking and Ultimate Air Dogs contests. There were also musical performances from high profile artists such Big Gigantic and Perpetual Groove along with food vendors and exhibits.. Yonder Mountain String Band was scheduled to play Saturday evening, but the show was cancelled due to inclement weather.

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