

PRESS RELEASE

For Immediate Release
No. 39/11

May 15, 2011

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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

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.

Athletes and spectators alike crowded the island for great sporting events and great music. New to Dominion Riverrock in 2011 were Stand Up Paddleboarding events as well as the spectacular Blue Ridge Mountain Sports Boulder Bash, a competition that could likely change competitive climbing forever. Some of the top climbers in the country ascended a man-made 20-foot high and 30-foot deep bouldering cage made from metal, wood, and fiberglass competing for a \$1,200 cash prize (see photo).



Other crowd favorites at Dominion Riverrock included the Eukanuba Ultimate Air Dogs, Red Bull Canal Crashers and Native Freestyle Bikes. The MGD 64 Filthy 5k took place on Friday evening, crushing event participant records with more than 2,100 registered. Another Riverrock favorite, the James River Scramble 10k was originally scheduled for Saturday evening, but was moved to Sunday morning after storms caused event-goers to evacuate the island just five minutes before the start of the race. The Thule Urban Assault Mountain Bike race wrapped up just before the rain hit.

“Richmond is an awesome town,” said 3-time World Freestyle Kayaking champion Eric Jackson, who came to town to compete in the Red Bull Canal Crashers as well as the Sperry Top-Sider Kayak Boatercross with his daughter, Emily. “It’s got all the outdoor sports in one place and the atmosphere [of Dominion Riverrock] was really fun right away. This is definitely a worthy place to come.” Eric was crowned champion of the boatercross event.



Kayaks and stand up paddleboards were available throughout the duration of the event for festival attendees to demo. More than 200 people took advantage of this opportunity, making for a lot of activity in the canal.

On the music front, Colorado duo Big Gigantic got the crowd on its feet on Friday before Perpetual Groove took over the stage at 9 p.m., continuing to bring the energy. With the unfortunate weather on Saturday, Dominion Riverrock was forced to cancel the much anticipated Yonder Mountain String Band concert scheduled to begin at 9 p.m.

For more information about Dominion Riverrock or for full results from each of the events, please visit www.dominionriverrock.com.

Dominion Riverrock is quickly becoming a major event nationwide, bringing in athletes, music fans, and interested spectators from all over the country. **The event will return to Brown’s Island on May 18-19, 2012.**

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