



## PRESS RELEASE

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Contact: Jackie Holt  
(804) 285-9495 x247

# Dominion renews title sponsorship of nation's largest outdoor sports and music festival

## Fifth annual Dominion Riverrock scheduled for May 17-19, 2013

RICHMOND, VA – Sports Backers and Venture Richmond announced today that Dominion has renewed a three-year commitment to continue its title sponsorship of Dominion Riverrock, the nation's largest outdoor sports and music festival.

"Dominion's partnership is so much more than sponsorship funds," said Jon Lugbill, Sports Backers' Executive Director. "Each year since its inception, Dominion employee volunteers have distributed water at both of the event's running races, the company's meteorology team has provided highly accurate weather information, and Dominion Green Power has purchased renewable energy certificates (RECs) to help green the event. Dominion is a solid community partner in this event in so many ways."

"Thanks, in part, to Dominion Riverrock, Richmond's riverfront is now a destination for outdoor enthusiasts throughout the country," said Robert M. Blue, senior vice president-Law, Public Policy and Environment-Dominion. "Sports Backers and Venture Richmond have built an extremely successful and popular event that Dominion is proud to headline. Dominion Riverrock attracts athletes and adventure spectators all while showcasing Richmond's natural beauty and fun-loving community."

The fifth annual Dominion Riverrock festival is scheduled for May 17-19, 2013. Online registration for Dominion Riverrock events will open December 1. More information about the festival can be found at [www.dominionriverrock.com](http://www.dominionriverrock.com).

Dominion Riverrock, organized by Sports Backers and Venture Richmond is the East Coast'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 paddle boarding, and dog jumping. The event was designed to promote Richmond's unique riverfront, downtown trails and whitewater rapids to outdoor enthusiasts. Dominion Riverrock, has helped create a stronger appreciation for the value of outdoor recreation throughout the entire Richmond region, and played a key role in Richmond's recognition by Outside Magazine as America's "best river town."

(More)



### About Sports Backers

The Sports Backers produce and support nationally recognized quality sporting events and programs that motivate locals and visitors alike to be more active.

### About Venture Richmond

Venture Richmond engages business and community leaders in partnering with the city to enhance the vitality of the community, particularly downtown, through economic development, marketing, promotion, advocacy and events.

### About Dominion

Dominion, headquartered in Richmond, is one of the nation's largest producers and transporters of energy. It serves retail energy customers in 15 states. For more information about Dominion, visit the company's website at [www.dom.com](http://www.dom.com).

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