



## PRESS RELEASE

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Contact: Jackie Holt  
(804) 285-9495 x247

### **Dominion Riverrock recognized as Outstanding Locally Created Event by the National Association of Sports Commissions**

RICHMOND, VA – The National Association of Sports Commissions awarded Dominion Riverrock the Outstanding Locally Created Event/Program Award. The NASC made the announcement during its annual Sports Event Symposium in Hartford, CT, on April 19.

"Dominion Riverrock is an outstanding example of a locally created and produced event that has delivered excellent results for the host community. The Richmond Sports Backers richly deserve this award and the recognition coming with it. Perhaps most important, the event has plenty of room to grow," said Don Schumacher, executive director of the National Association of Sports Commissions.

The Outstanding Locally Created Event/Program award recognizes the event that has had the most outstanding impact on its local community based on the following criteria:

- Level of success in meeting event/program objectives.
- Shelf life of the event/program (i.e. is it an annual event or program that can be held annually).
- Media coverage of the event/program including, but not limited to newspaper, radio, television, etc.
- Include typed statements of support from community organizations affected by your activities.

A panel of association members reviewed all nominations. More than 350 cities are members of the NASC – the sports event industry's leading networking organization. Other submissions for Outstanding Locally Created Event/Program were for events and programs in Phoenix, Louisville, Cleveland, and Maryland.

#### **About Dominion Riverrock**

Dominion Riverrock, organized by Venture Richmond and the Sports Backers, 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 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.

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