



PRESS RELEASE

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Red Bull and Trek kick off Dominion Riverrock with premier of Strength in Numbers at the Byrd Theater on Thursday

RICHMOND, VA – Red Bull and Trek Bicycle have partnered to premier their new flick, Strength in Numbers, at Richmond’s historic Byrd Theater on Thursday, May 17 at 7:30 p.m. This movie premier kicks off an action packed weekend of Dominion Riverrock festivities. The screening is free and open to the public. Doors open at 7:00 p.m.

A new action sport documentary, Strength in Numbers is a rally call to connect all mountain bikers, regardless of location or language or discipline. The film captures a true way of life, from the world’s best pros to those who are just learning to love the sport. Shot over two years in some of mountain biking’s most iconic locations, Anthill’s signature style combines compelling stories with core action to create a shared experience that unites all riders.

“After almost two straight years of work, all the positive comments we have gotten here have made it all worthwhile”, say the Anthill Crew.

http://www.anthillfilms.com/strengthinnumbers/



About Strength in Numbers

Strength in Numbers is produced, written, directed and edited by Anthill Films in co-production with Red Bull Media House. Presented by Shimano and Trek in association with Contour HD, Clif Bar, Pinkbike.com and PRO Components. Additional support for the film is provided by the Whistler Mountain Bike Park, Kona, Toyota Trucks, Scion, Oakley, Easton, Evoc, Big Mountain Adventures, Verbier St. Bernard and Ride Nepal.

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.

Dominion Riverrock is open to the public and is free to all spectators. For event registration and further information about Dominion Riverrock 2012, please visit www.dominionriverrock.com.

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