



PRESS RELEASE

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CUDAS Footwear Partners with Dominion Riverrock for Second Year

Cudas returns to sponsor kayak freestyle and boatercross events

RICHMOND, VA- Cudas Footwear, based in Ashland, VA will join forces with Dominion Riverrock, the largest sports and music festival in the country, for the second consecutive year. Cudas, the official footwear of the event, will sponsor the kayak boatercross event, taking place on Saturday, May 18 at 1pm and the kayak freestyle event, taking place on Sunday, May 19 at 3pm. Cudas will also host an onsite pop-up store featuring Cudas at special festival pricing.

"Cudas Footwear is excited to be the official footwear of this event two years running. Last year we enjoyed meeting Cudas fans and making Cudas fans by introducing folks to our comfortable, durable sandals and watershoes. The great looking 2013 designs were inspired by the idea that any day can feel like vacation, whether you're at the beach, in the backyard or on the river."- Andy Jacobs, founder, Cudas Footwear

About Cudas:

Cudas Footwear Company, based in Ashland, VA, is American owned and family run. Cudas vacation minded sandals and aquatic footwear can be found in outdoor specialty stores, surf shops, and active lifestyle boutiques in the US and beyond. Cudas are also sold online at cudas.com.

About Dominion Riverrock:

Dominion Riverrock is a three-day festival that celebrates Richmond's vibrant and active river life with a series of sporting events- trail running, bouldering, mountain biking, kayaking, stand up paddleboarding, freestyle biking and ultimate air dogs- with highly anticipated musical performances from national and regional acts, food vendors, exhibits and much more.

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