



## PRESS RELEASE

For Immediate Release  
No. 21/16

May 18, 2016

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### **Adventure films and art projects help kick off Dominion Riverrock festival weekend**

RICHMOND, VA – Dominion Riverrock is set for May 20-22 at Brown’s Island and Historic Tredegar, and the festival will once again have a strong emphasis on films and art associated with outdoor lifestyles that is part of the ethos of Dominion Riverrock and Richmond’s fast-growing art culture.

Outdoor and adventure films will kick off the action-packed Dominion Riverrock weekend starting on Thursday, May 19 with the [5Point Adventure Film Festival ‘On the Road’](#) series at the Byrd Theatre in Carytown. The film festival will feature 12-14 short documentary adventure films from 6:30pm-8:30pm, and the event is free. Doors open to the public at 6:00pm.

The 5Point Adventure Film Festival ‘On the Road’ series focuses on the outdoor industry’s inspirational stories and is dedicated to bringing communities together. 5Point Film is excited to partner with Dominion Riverrock to bring the film series to Richmond for the third year in a row to join in the excitement surrounding the event.

“Dominion Riverrock is one of our most successful On the Road events of the season,” said Sarah Wood, Executive Director of 5Point Film. “It is awesome to be part of the Richmond community now for our third year, and to watch the film festival grow as part of the Dominion Riverrock weekend. We are honored to be welcomed back, and excited to show the Richmond community some of the best from our 2016 lineup.”

Also taking place in Carytown prior to the film festival is a meet-and-greet and book signing with authors Maria Christina Schultz and Lisa Chinn Marvashti in conjunction with their new book *Paddle Tails, Reflections on People and Dogs Who Find Balance on the Water*. The authors will be joined by their Australian shepherds Riley and Kona, and Shultz will be leading the ‘SUP with Your Pup’ demos during Dominion Riverrock.

2016 also sees the addition of ‘dART,’ a multi-tiered mural scavenger hunt that will have participants darting all over Richmond in search of clues at 16 of the city’s most iconic murals. The event is a partnership between Dominion Riverrock and the Richmond Mural Project, and participants will have the weekend to seek out the murals on foot or by bicycle.

There is no set course for the event, and roads will be open while participants make their way to each mural. Once each clue is located, a photo of the mural must be taken with the participant in it (selfies are highly encouraged for this event). Each mural will have a specific point value, and prizes will be given following the event as tiered point levels are reached. Prizes for the event include the opportunity to suggest the next location for a mural as well as autographed prints from the Richmond Mural Project. Participants can register for ‘dART’ as individuals or as a team.

The Richmond Mural Project aims to create exposure for Richmond through the creation of murals and establish the area as a premier art destination. “I started the Richmond Mural Project with the goal of adding another dimension to an already amazing art community,” said Shane Pomajambo, Founder and Director of the Richmond Mural Project. “It’s a great opportunity to increase exposure to the project and introduce locals and visitors to the unique artwork that can be found throughout the city.”



For more information on the 5Point Adventure Film Festival On the Road series and 'dART,' visit the [Dominion Riverrock](#) website. Dominion Riverrock, scheduled for May 20-22, 2016, is open to the public and is free to all spectators. Walk-up registration is available for all Riverrock participant events including the Filthy 5k Mud Run, Urban Assault, James River Scramble 10k Trail Run, and Bust the Banks Trail Half Marathon, starting on Thursday, May 19 from 4:00p.m.-7:00p.m. Follow Dominion Riverrock on [Facebook](#), [Twitter](#), [Instagram](#) or [YouTube](#) to stay up to date with the latest event information.

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#### **About Dominion Riverrock**

Dominion Riverrock, organized by Venture Richmond and the Sports Backers, began in 2009 and is now the nation's premier outdoor sports and 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 urban environment and setting 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.