



## PRESS RELEASE

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# Dominion Energy Riverrock concludes, drawing large crowds to Brown's Island

## New festival layout, new events, and more Adventure Zones enhanced 16<sup>th</sup> year of festival

RICHMOND, VA – The 16th annual [Dominion Energy Riverrock](#) concluded Sunday evening. Despite the rainy weather and cooler than usual temps, over 75,000 locals and visitors flocked to Brown's Island and Kanawha Plaza. Organized by Venture Richmond and Sports Backers, Dominion Energy Riverrock is one of the largest outdoor sports and music festival in the United States.

Athletes and spectators alike flocked to Brown's Island and Kanawha Plaza throughout the weekend for an incredible combination of sporting events and music. The Sam Grisman Project brought their mix of music inspired by David Grisman and Jerry Garcia to the stage on Friday, and EGGY and Karl Denson's Tiny Universe headlined on Saturday night bringing a kinetic energy to Brown's Island. EGGY is comprised of high school friends who describe their style of music as tracing the full spectrum of emotions. Karl Denson's Tiny Universe has traveled the world, touring with some of music's most well-known artists. From Madison Square Garden, to Jazzfest in New Orleans, to the Fuji Rock Festival, and now Dominion Energy Riverrock – KDTU has seen it all. On Sunday, The Stews closed out the festival. The group combines a mix of upbeat indie tunes, and headbanging rock.

Dominion Riverrock is a celebration of Richmond's downtown riverfront, so naturally, the James River took center stage during the festival. Both the Kayak Boatercross and the Stand Up Paddleboard Cross events took place in the river adjacent to Brown's Island in the VEPCO levy rapids on Saturday, with paddlers performing beneath hundreds of spectators gathered on the T. Tyler Potterfield Memorial Bridge. On Sunday, kayakers, canoers, and stand up paddleboarders raced from Reedy Creek to the 14<sup>th</sup> street takeout at the Downriver Paddle event. Results for each water event can be found here – Kayak Boatercross (<https://www.riverrockrva.com/events/kayak-boatercross-2/>), Stand Up Paddleboard Cross (<https://www.riverrockrva.com/events/sup-cross-2/>), Downriver Paddle (<https://www.riverrockrva.com/wp-content/uploads/2023/05/Paddling-Results.pdf>).

The Bouldering events once again featured a field of elite athletes competing on a custom-built cage in front of record crowds. The competition took place at Kanawha Plaza for the first year ever, and the setting provided a phenomenal viewing experience for the thousands that gathered many times throughout the weekend. Joe Goodacre and Kerry Scott, were the top male and female finishers in Saturday night's Bouldering competition. In Sunday's Speed competition, Yealiya Southern claimed the women's championship while Joe Goodacre took first on the men's side. Not only did Goodacre also win Boulder Bash, but he was the



defending Speed competition champ from 2023. Full climbing results can be found here – Boulder Bash (<https://www.riverrockrva.com/events/bouldering/>), Speed Comp (<https://www.riverrockrva.com/events/speed-competition/>).

While the spectator events at Dominion Energy Riverrock are a highlight, the event also offers the chance for festival-goers to try their hand at the same sports they see professionals competing in. Thanks to a \$18,500 grant Dominion Energy Riverrock received from the Virginia Tourism Corporation (VTC) VA250 Tourism Marketing Program, organizers were able to expand the number of Adventure Zones to provide more free activities to those attending. Festival attendees of all ages were invited to try sports such as kayaking, stand up paddle boarding, skimboarding, bouldering, slackline, or they could join a newly added group hike. All of the Adventure zones are free and offered throughout the duration of the three-day festival. Sports Backers had over 2,469 participants take part in the Adventure Zones.

“We’re so grateful to the Virginia Tourism Corporation for the opportunity to expand our marketing efforts leading up to the event and our Adventure Zones for Dominion Energy Riverrock,” said Ashlee Snider, Director of Marketing for Sports Backers. “VTC’s support will continue to elevate the vibrant spirit of Dominion Energy Riverrock and Richmond’s outdoor scene. Dominion Energy Riverrock puts a spotlight on the riverfront scene and invites all to celebrate and experience the assets we have along the river in the heart of Richmond.”

Riverrock’s newest event debuted this year, the Cup of the East Kayak Polo tournament. The round robin style tournament saw teams of 5-8 jostle for position in specialized kayaks with bumpers. Teams battled to take home the title in the Haxall Canal with the Bay Area Pelicans of San Francisco coming in first. The event was put on through a partnership with the Richmond Rapids.

Other crowd favorites at Dominion Energy Riverrock included the Subaru Ultimate Air Dogs and the return of the Slackline Trickline. The Belle Isle Blitz took place on Friday evening with 507 finishers, while the James River Scramble (10kish) Trail Run had 368 finishers on Saturday morning, and Sunday’s Bust the Banks Trail Half Marathon had 190 finishers. Some participants took the weekend trail running to the extreme and completed the Trail Takedown challenge – selecting to run two of the three distances. The MTB Time Trial on Friday evening had 48 finishers. Last, but certainly not least, the Monsters of the James Fishing Tournament, produced in tandem with the Virginia Department of Wildlife Resources, set records for the longest fish in tournament history when the Church Hill Fishing Team hooked a 38” flathead. They took second place behind team Goober Time with 3 fish equaling 97”.

For more information about Dominion Riverrock or for full results from each of the events, please visit [www.riverrockrva.com](http://www.riverrockrva.com). The event will return to Brown’s Island May 16-18, 2025.

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#### **About Dominion Energy Riverrock**

Dominion Energy Riverrock, organized by Venture Richmond and 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 paddle boarding, 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 Energy Riverrock, there is a stronger appreciation for the value of outdoor recreation throughout the entire Richmond region. Learn more at [www.riverrockrva.com](http://www.riverrockrva.com).

#### **About Virginia Tourism Corporation**

Virginia is for Lovers is one of the most iconic and recognizable travel brands in the world. Using that powerful brand equity, Virginia Tourism Corporation (VTC) is charged with promoting the Commonwealth as a premier travel destination by showcasing all there is to love in a Virginia vacation. The dollars spent by travelers fuel the economy, provide jobs for Virginians, and improve communities across the state. Simply put, tourism helps make Virginia a great place to live, work, and vacation. Learn more at [virginia.org](http://virginia.org).