



## PRESS RELEASE

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# Dominion Energy Riverrock Announces New Festival Layout, New Events, and Other Festival Highlights

## Festival will see expansion to Kanawha Plaza May 17-19

RICHMOND, VA – Dominion Energy Riverrock is back this May and nonprofit festival organizers, Sports Backers and Venture Richmond, are excited to announce changes to the event this year, highlighted by a new layout and the return of Slackline Trickline. The nation's premier outdoor sports and music festival is shifting the event footprint to include Kanawha Plaza.

Kanawha Plaza enables the festival to showcase another amazing event venue in Richmond that is still easily accessible to the world-class trail system, Brown's Island, and highlights the proximity of the James River to the heart of downtown. The beautiful gathering space will house the popular Boulder Bash, Speed Comp, and Slackline Trickline events alongside food and beverage vendors, free demos, and more. Located a short walk away from Brown's Island, Kanawha Plaza will have its own entry points and spectators will be subject to bag check at both festival locations. Byrd St. will be taken down to one lane of traffic to accommodate pedestrians walking from Brown's Island, as well as having police officers on site to monitor traffic flow and assist with pedestrian crossings.

"As the Richmond region grows in popularity, it's no surprise that the downtown cityscape is also changing," said Meghan Keogh, Event Director for Dominion Energy Riverrock. "As Richmond evolves, the Dominion Energy Riverrock landscape does too. This keeps us on our toes, and we think the yearly changes are part of what make this iconic festival fun! The bouldering and slackline events have always drawn incredible spectator numbers and we can't wait to see how the show unfolds against the backdrop of the city skyline. Simply put, we think it's going to be cool!"

In true Dominion Energy Riverrock fashion, the festival footprint will include Brown's Island, the neighboring James River, the trail system, and Haxall canal. The canal is where festival goers can find Dominion Energy Riverrock's newest event, the Cup of the East Kayak Polo tournament. This first-time event will be happening through a partnership with the Richmond Rapids. Spectators can look forward to this unique twist on Water Polo where teams of 5-8 compete in specialized kayaks with bumpers as they jostle for position. The Round Robin style tournament will begin on Saturday, May 18 with the finals on Sunday afternoon.

Another beloved feature of the event are the outdoor vendors and sponsor activations. Attendees can peruse and shop over 40 vendors and sponsor activations, to include Subaru, Thule, Hiker Trailer, and a pop-up store from Teva. In addition, free beverage sampling will be provided by Bold Rock, Athletic Brewing, and Reign Storm. (is Bold Rock offering free samples?)

Hardywood Park Craft Brewery is brewing a special beer for Dominion Energy Riverrock for the second year in a row. Hardywood Riverrock Pale Ale will be released at the Hardywood Pizza Kitchen & Taproom on May 10 and will be available throughout Dominion Energy Riverrock. The cans will feature a unique label design celebrating Richmond's



riverfront. Bold Rock will be the official hard seltzer provider for the festival, and Athletic Brewing will provide non-alcoholic brews.

Dominion Energy Riverrock, organized by Venture Richmond and Sports Backers, began in 2009 and is now the nation's premier outdoor sports and music 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 event serves to promote Richmond's unique riverfront, downtown trails, and whitewater rapids to outdoor enthusiasts and introduce Richmond's outdoor adventure opportunities to residents and visitors from around the country. 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. More information on the festival, and the full music schedule, can be found at [www.RiverrockRVA.com](http://www.RiverrockRVA.com) or on social media @RiverrockRVA.

**Dominion Energy Riverrock is open to the public and is free to all spectators. For event registration and further information about Dominion Energy Riverrock 2024 please visit [www.riverrockrva.com](http://www.riverrockrva.com).**