



For Immediate Release  
No. 09/22

May 13, 2009

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## **Dominion Riverrock: Richmond's Riverlife Festival Debuts on Brown's Island May 15-16**

Richmond, VA -- Dominion Riverrock, Richmond's newest lifestyle event will celebrate the James River through a blend of music, sports, recreational opportunities and environmental stewardship activities at Brown's Island on May 15-16.

"There is a feeling of electricity in the air about Dominion Riverrock," says Jack Berry, Venture Richmond executive director. "And we are very excited that people from all over the region are coming together to enjoy our shared resource, the James River."

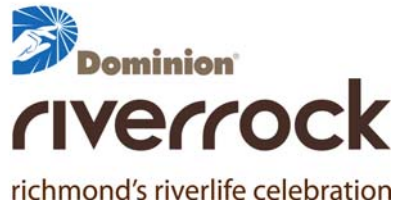
Organized as a partnership of Venture Richmond and Sports Backers, Dominion Riverrock begins Friday, May 15 with the Filthy 5k Mud Run, the Ultimate Air dog jumping competition, and the RVA Construction Freestyle Bike competition, featuring pro mountain biker Jeff Lenosky. A free concert by nationally recognized rock band Rusted Root will cap off the evening.

"Dominion Riverrock will be high energy," says Jon Lugbill, Sports Backers executive director. "Participants will have plenty of exciting things to watch and spectators will have plenty of amazing activities to try out. There will be something for everyone."

Saturday's events include the James River Scramble trail run, the Urban Assault mountain bike race, a kayak/raft race, the Orvis Fly Casting Competition, more music, a digital photo contest, free interactive tree climbing and sit-on-top kayaking, \$15 raft rides with Riverside Outfitters. The Interactive Village will include demonstrations by Richmond area organizations supporting environmental stewardship, as well as opportunities to contribute to the James River Fund, which supports their efforts. Organizations which will benefit from the James River Fund include the James River Association, the Friends of the James River Park, the James River Advisory Council, the James River Outdoor Coalition, and the Richmond Mid-Atlantic Off Road Enthusiasts.

Several downtown restaurants are hosting after parties on Friday and Saturday. In addition, the Virginia Boat Club will be conducting the Rocketts Landing Sprints Regatta at Rocketts Landing on Saturday. For more information go to [www.sportsbackers.org](http://www.sportsbackers.org)

(More)



**Dominion Riverrock Event Schedule on Brown's Island  
(unless noted otherwise)**

**Friday, May 15**

- 6 - 9 p.m.**            **Vendor Booths and Interactive Village open**
- 6-7 p.m.**            **Filthy 5k Mud Run**
- Ultimate Air Dogs (Qualifying)**
- RVA Construction Freestyle Bikes (Qualifying)**
- Dominion Riverrock Digital Photo Contest On-site Registration**
- 6 -8 p.m.**            **Riverside Outfitters Jacob's Ladder & M.I. Drop (free)**
- Riverside Outfitters Pipeline Whitewater Rafting (\$15)**
- Sports Backers Sit-on-Top Kayak Corral (free)**
- 6:30 p.m.**            **Free Concert on the Dream !t, Do !t Virginia Stage**
- Jesse Chong (opening act)**
- Rusted Root (feature act)**

**Saturday, May 16**

- 9 a.m. – 4 p.m.**        **Rocketts Landing Sprints Rowing Regatta (Rocketts Landing)**
- 9 a.m. - 4 p.m.**        **Vendor Booths and Interactive Village open**
- 9 a.m. -4 p.m.**        **Riverside Outfitters Jacob's Ladder & M.I. Drop (free)**
- Riverside Outfitters Pipeline Whitewater Rafting (\$15)**
- Sit-on-Top Kayak Corral (free)**
- 9 a.m.**                **James River Scramble 10k trail run**
- 10 a.m. - 4 p.m.**        **Live Music on the Dream It, Do It Virginia Stage**
- 10 a.m.**                **Ultimate Air Dogs (Qualifying)**
- Orvis Three Hole Fly Rod Casting Competition**
- 11 a.m.**                **RVA Construction Freestyle Bikes (Qualifying)**
- 12 Noon**               **Urban Assault mountain bike race**
- 1 p.m.**                **Jammin' on the James Kayak/Raft Boatercross—**
- Hollywood Rapid, Belle Isle**
- Ultimate Air Dogs Finals**
- 2 p.m.**                **RVA Construction Freestyle Bikes Finals**

For more information contact Mike McCormick (804) 901-9047 or Erika Gay (804) 788-6459