



PRESS RELEASE

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Dominion Riverrock sponsors offer activities on-site

RICHMOND, VA – In addition to the music and sporting events at the Dominion Riverrock festival, sponsors and vendors will also be on-site offering plenty of activities for festival goers to take part in.

“Our sponsors bring tremendous value to the Dominion Riverrock festival,” said event director Megan Schultz. “Having support from the leading brands in the outdoor industry confirms what we’ve known all along – that Richmond is an awesome outdoor town.”

Dominion

Dominion is one of the nation's largest producers and transporters of energy, with a portfolio of approximately 23,600 megawatts of generation, 10,900 miles of natural gas transmission, gathering and storage pipeline and 6,400 miles of electric transmission lines. Dominion operates one of the nation's largest natural gas storage systems with 947 billion cubic feet of storage capacity and serves retail energy customers in 10 states.

On-site: Does your phone need charging? Stop by the Dominion Mobile Charging Station on Brown's Island for FREE mobile device charging.

Subaru of America

At Subaru, we're dedicated to supporting the communities in which we live and work. That's why we approach our community investment with the same drive and energy as we do all of our core business functions. Our employees are actively engaged in community service and share the company's belief that it takes much more than money to create real change. They generously donate their time and talent and last year alone, donated more than 3,500 hours to improve their local communities.

On-site: This year, Subaru will be showcasing the 2015 WRX along with the 2014 Forester XT and 2014 Crosstrek XV. We will have tons of giveaways for you and your dogs! Our partner, BARK, will be providing dog adoption services throughout the event. Leave No Trace.

Thule

Thule was established in Sweden in 1942. And ever since then, we've made it our business to bring you closer to the world and your passion for life. Thule helps you transport anything you care for safely, easily, and in style so you are free to live your active life.

On-site: Stop by the Thule booth and enter to win \$1,000 towards your ultimate Thule setup. Also, find out about Thule's partnership with Pedals for Progress and how to get your hands on an exclusive Thule/Riverrock t-shirt.

Garmin

As the leader in satellite navigation, Garmin strives to make superior products that are an essential part of our customers' lives. With a strong presence in the automotive, aviation, marine, fitness, and outdoor markets, we take pride in making products with compelling designs, superior quality and great value.



On-site: Check out the VIRB HD Action Camera from Garmin at the sponsor village. Enter to win your very own Garmin VIRB.

ECCO

More than 350 million pairs of ECCO shoes have walked the earth since 1963, when Karl Toosbuy founded the company in Denmark. ECCO is one of the few major shoe manufacturers in the world to own and manage every step of the shoemaking process - from leather production through manufacturing in its own factories and all the way to its stores. ECCO's Scandinavian design philosophy, "The shoe must follow the foot," is guiding the company.

On-site: Stop by the ECCO booth for great deals on our unique line of performance and outdoor-lifestyle shoes. We'll have special discounts, giveaways and more all weekend long!

Eukanuba

Every day, our mission is to make a positive difference in dog's lives so they can be their best. We do that by creating premium nutrition that brings out their best. With over 45 years of research, our nutritional philosophy is simple: Make every ingredient count.

On-site: We will have representatives available to answer questions about the benefits of our brand and products, and help consumers learn more about Eukanuba along with some giveaways and flyers!

Ruffwear

With the mission to build performance product to enhance and inspire outdoor adventures for dogs and their human companions, Ruffwear Performance Dog Gear™ combines technology, quality, fit, function, and safety to meet the needs of active and adventurous canines and their humans.

On-site: Bring your dog and come check out the latest Ruffwear performance outdoor gear for dogs. Try on packs, boots, lifejackets. Show up at our booth with you dog sporting Ruffwear and receive a prize. Sign up to try Stand Up Paddleboarding with your canine companion.

Goal Zero

We are Goal Zero, industry leaders in renewable, reliable solar power. We were born from the desire to empower people everywhere, and our products are designed to keep your gear charged and ready for any adventure. From phones to fridges, and everything in between, we power it all, through it all. Goal Zero: Power Anything, Anywhere.

On-site: Free power! Come hang out with us and juice up your phones and cameras - for free! We'll be showing off our latest gear and giving out some sweet swag.

MWV

MWV is a global leader in packaging and packaging solutions. Our fresh insights, innovative products, global manufacturing, and unparalleled service make us the partner of choice for many of the world's most admired brands in the healthcare, beauty and personal care, food, beverage, home and garden, and tobacco industries. We also produce specialty chemicals for the automotive, energy and infrastructure industries and maximize the value of our development land holdings.

With about 16,000 employees worldwide, MWV operates in 30 countries and serves customers in more than 100 nations. We've been recognized for financial performance and environmental stewardship with a place on the Dow



Jones Sustainability World Index every year since 2004. And no matter where we operate, we do things the right way – with a focus on integrity, sustainability, and making positive contributions to the communities where we live and work—starting right here in RVA.

On-site: Artists of all ages will enjoy the activity MWV has planned for Riverrock 2014! Stop by the MWV tent in the MWV Green Zone to decorate an origami butterfly made out of MWV's Tango®. When you're finished, you can hang your creation in our butterfly tree. After Riverrock, the tree will be donated to Lewis Ginter Botanical Garden's Butterflies Live exhibit. We'll also have a fun "Butterfly Match-Up" game where kids can match butterflies to their native continents and learn about MWV's global locations at the same time. Each artist and game player will receive a small gift as well. Hope to see you at MWV's tent at Riverrock!

Virginia Lottery

Osprey Packs, Inc.

Independent, celebrating its 40th anniversary in 2014, and still anchored by the design genius of company founder and owner, Mike Pfothenauer, Osprey Packs has long set the standard for creating innovative, high quality gear carrying equipment. The collection includes packs and bags designed to help adventurers enjoy their outdoor, biking and travel pursuits.

On-site: Osprey Athlete Ben Clark Poster Signing- Saturday May 17th PM at 6 pm; Win a pack- Take our 5 minute Survey to be entered to win a pack! Winners Daily. 20% off Ospreys at the booth! In celebration of Dominion Riverrock we are selling select packs at the booth as well as their new Trail Series, the Rev, stop by their booth! Saturday Hike with Osprey Athlete, Ben Clark! Sign up for the second annual organized hike, a great chance to demo our packs!

Agee's

Agee's Bicycle has served cyclists of all levels for over 100 years. We stock a huge selection of bikes from neighborhood to race-ready models. Your accessory needs are also covered including multi-sport rack systems for every outdoor pursuit.

On-site: Agee's will be at Riverrock Friday, Saturday, and Sunday with a wide variety of bikes on display. Agee's personnel will be on-hand to answer your ride related questions. On Sunday, Raleigh America will join us with a selection of bikes available for demo rides.

Mellow Mushroom

Mellow is a state of mind, a culture, a way of being. Our mission is to provide delicious food in a fun and creative environment. We are the originators of Classic Southern Pizza, and our unique and flavorful crust is a true original. We began from humble roots born out of the free-wheelin' hippy culture of the 1970s. The idea back then was the same as it is now, to make the most delicious, craveable slice of pizza on the planet. The Mellow founders dreamed of a world where happiness could be found in the simplest things; like a mouthwatering slice of pizza and an ice cold beer.

On-site: The Mellow Mushroom Bake Bus will be on-site selling hot slices of pizza, and spreading the Mellow love! The Bake Bus will also be servicing the VIP area on Saturday. You are invited to stop by the Bake Bus to take in a bit of our funky, eclectic culture.

Dominion Riverrock is open to the public and is free to all spectators. For event registration and further information about Dominion Riverrock 2014, please visit www.dominionriverrock.com.



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 riverfront, downtown trails and whitewater rapids 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.