



## PRESS RELEASE

For Immediate Release  
No. 34/14

May 14, 2014

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### **Dominion Riverrock partners with RichmondOutside.com to launch new mobile app**

RICHMOND, VA – Dominion Riverrock has partnered with [RichmondOutside.com](http://RichmondOutside.com) to develop a new mobile app, which is now available for download on iPhone and Android devices. The app offers general event information including the schedule and venue map, but also features interactive components as well.

“We really believe this mobile component will elevate the festival experience,” said event director Megan Schultz. “We have the capability to push out contest information and engage users on a social level.”

Users will be able to capture images with their phones, add captions and hashtags, then upload the images to a Dominion Riverrock social media map, which users can filter by hashtag. This map will show all of the photo activity happening during the festival site and can also be viewed on the [Dominion Riverrock website](http://DominionRiverrock.com) throughout the weekend.

“Dominion Riverrock is the biggest event of its kind in the country, and we’re really excited to offer festival-goers a whole new way to experience the action,” said Andy Thompson, founder of RichmondOutside.com.

The Dominion Riverrock app is now live and available for download in the iTunes App Store and in Google Play. Anyone that downloaded the festival app in 2013 will be prompted for an update.

#### **iPhone:**

- Download [here](#)
- Or, open the iTunes app store and search for ‘Dominion Riverrock’

#### **Android** (\*Image sharing feature not available on Android version):

- Download [here](#)
- Or, open Google Play and search for ‘Dominion Riverrock’

**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](http://www.dominionriverrock.com).**

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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 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.