



PRESS RELEASE

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Dominion Riverrock draws more than 3,500 participants and over 25,000 spectators to Brown's Island in Richmond, VA May 13-14

**Adam Hauck three-peat Slopestyle champion Native Freestyle Bikes;
Mike Kent takes Best Trick**

Thule Urban Assault Mountain Bike Race draws large field

RICHMOND, VA (May 15, 2011) – The 3rd annual Dominion Riverrock festival, the East Coast's premier outdoor sports and river life festival, concluded this morning after drawing a record 3,500+ participants and more than 25,000 spectators to Brown's Island in Richmond, VA, for the weekend's festivities. After inclement weather caused Saturday evening's events to be postponed, the two-day festival expanded into a third day in order to wrap-up the remainder of the sporting events. Dominion Riverrock is one of the largest outdoor sports festivals in the United States.

Freestyle riders competed all weekend in the Native Freestyle Bike competitions - both in the Best Trick and the Slopestyle contests - on a state of the art course designed by pro freeride mountain biker Jeff Lenosky.

"This was my first contest of the whole summer, so it was a good way to start off," said Mike Kent, who won the winner-take-all \$1,000 cash prize for the Best Trick Competition. Kent landed a 360 backflip, a trick that caused him some trouble in the 2010 event. "I've practiced and practiced it and gotten to the point where I can land it almost every time."

Adam Hauck took home the title in the Slopestyle contest Friday for the third consecutive year. He has become an icon in the Richmond community, always giving the crowd what they want.

"The crowd is great. It's obvious this event has grown," said Hauck. "It was at least twice the size of last year." He plans to return in 2012 to defend his 3-time title.

Native Freestyle Bikes

Slopestyle

- #1 Adam Hauck \$1,200 prize
- #2 Mike Kent \$900 prize
- #3 Rocco Quintiliani \$600 prize
- #4 Clinton McMahon \$300 prize
- #5 Nick Brandreth \$150 prize



Best Trick

#1 Mike Kent \$1,000 prize

Bikers also competed in the Thule Urban Assault Mountain Bike Race presented by Ellwood Thompson’s Local Market this Saturday on Richmond’s challenging James River Park trails. The 20-mile course includes steep uphill and downhill single track trails, stairs over railroad tracks, tunnels, bridges, creek crossings and lots of natural obstacles. There was also a 10-mile option.

Here are the top finishers, but for full results visit:
<http://results.active.com/pages/page.jsp?eventLinkageID=129770>

Urban Assault Mountain Bike Race

Women's Overall Expert

- 1. Emily Bashton 1:53:54 \$250 prize
- 2. Francine Rapp 2:02:00 \$150 prize
- 3. Paula Smith 2:02:31 \$100 prize
- 4. Denelle Grant 2:13:02 \$75 prize
- 5. Amy Coleman 2:21:41 \$50 prize

Men's Overall Expert

- 1. Matthew Bailey 1:31:04 \$250 prize
- 2. Eric Schofield 1:32:15 \$150 prize
- 3. Michael Runnals 1:32:33 \$100 prize
- 4. Ian Marcuse 1:33:38 \$75 prize
- 5. Jimmy McMillan 1:33:53 \$50 prize

Native Freestyle Bikes and the Thule Urban Assault Mountain Bike Race will return to Dominion Riverrock on May 18-19, 2012.

About Dominion Riverrock

Dominion Riverrock is the East Coast’s premier outdoor lifestyle festival. The fest boasts a unique mix of sports, music and fun, set against the backdrop of Richmond’s downtown riverfront. The sports competitions this year included trail running, mountain biking, stand up paddleboarding, kayaking, bouldering, freestyle biking and Ultimate Air Dogs contests. There were also musical performances from high profile artists such Big Gigantic and Perpetual Groove along with food vendors and exhibits. Yonder Mountain String Band was scheduled to play Saturday evening, but the show was cancelled due to inclement weather.

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