



PRESS RELEASE

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Dominion Riverrock partners with CUDAS Footwear

River fest to feature kayak freestyle and kayak boatercross events

RICHMOND, VA- Dominion Riverrock is excited to partner with Cudas Footwear company, based in Ashland, VA. Cudas will sponsor two Riverrock events, the kayak boatercross event, taking place on Saturday, May 19 at 1pm and kayak freestyle event, taking place on Sunday, May 20 at 3pm. Cudas will have a pop up store at the event featuring their shoes at special festival pricing. Cudas is the official footwear of the festival and will be outfitting the Riverrock Sportsbackers staff.

Cudas Footwear carries a full line of vacation minded resort sandals and aquatic footwear and are available in boutique surf and specialty shops in the US and beyond as well as online at Cudas.com.

Go to www.cudas.com to view and purchase Cudas full line of resort footwear.

“Cudas Footwear is proud to be partnering with Dominion Riverrock as the official footwear of the East Coast’s premier outdoor festival. Cudas sandals and aquatic shoes fit perfectly with the active river and beach lifestyle of Virginia. We are excited to bring our comfortable, fashionable shoes to festivalgoers and to support this great event in our hometown.”- Andy Jacobs, founder, Cudas Footwear

About Dominion Riverrock

Dominion Riverrock, organized by Venture Richmond and the Sports Backers, is the East Coast’s premier outdoor 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.