



PRESS RELEASE

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Dominion Riverrock festival concludes with record-breaking Saturday and Sunday crowds at Brown's Island and Historic Tredegar

RICHMOND, VA – The 9th annual [Dominion Riverrock](#) concluded this afternoon after drawing estimated crowds of 100,000 people to Brown's Island and Historic Tredegar for the three-day event. Saturday drew an estimated 55,000 people, while Sunday drew 25,000, making them the largest second and third-day crowds in festival history. Organized by Venture Richmond and Sports Backers, Dominion Riverrock is the largest outdoor sports and music festival in the United States.

Athletes and spectators alike flocked to Brown's Island and Historic Tredegar throughout the weekend for an incredible combination of sporting events and music. Grammy-award winning band The SteelDrivers brought their unique bluegrass sound to the stage on Friday, and Hard Working Americans headlined on Saturday night with an energetic performance in front of a spirited and enthusiastic crowd.

Dominion Riverrock is a celebration of downtown Richmond's riverfront, and the James River took center stage during the festival. Both the Sierra Nevada Kayak Boatercross and the Stand Up Paddleboard Cross events took place in the river adjacent to Brown's Island in the VEPCO levy rapids on Saturday, with paddlers performing beneath hundreds of spectators gathered on the T. Tyler Potterfield Memorial Bridge. On Sunday, kayakers showed off their best tricks in the Sierra Nevada Kayak Freestyle event in the same rapids.

The Bouldering events once again featured a field of elite athletes competing on a custom-built cage in front of thousands of fans. Kai Lightner and Brooke Raboutou, two of the best young climbers in the country, were the top male and female finishers in Saturday night's Bouldering competition. Raboutou also won the women's competition at Dominion Riverrock in 2016. In Sunday's Speed competition, Kyra Condie claimed the women's championship while Solomon Barth took first on the men's side, successfully defending his 2016 title. Bouldering events were also available via livestream for the first time due to a partnership between Dominion Riverrock and Flo Sports, a subscription-based media content company.

New in 2017 was the first-ever RVA Plein Air Paint Off, in which 10 popular Richmond artists had four hours on Saturday to create a work of art that was judged and showcased before going on sale to the public on Sunday. This year's field was made up of Ed Trask, Matt Lively, Hamilton Glass, Greig Leach, Andras Bality, Amy Smith, Nico Cathcart, Linda Hollett-Bazouzi, Vincente Gonzalez, and Mickael Broth. Bality took first place in the Paint Off, followed by Trask in second and Glass in third. Dominion Riverrock partnered with Glave Kocen Gallery and Matt Lively to put on the event, and Lively created a custom trophy to celebrate the event.

Other crowd favorites at Dominion Riverrock included the Subaru Ultimate Air Dogs, Slackline, and Freestyle Bikes. The Filthy 5k Mud Run took place on Friday evening with more than 700 participants, while the James River Scramble 10k Trail Run drew more than 600 finishers on Saturday morning, and Sunday's Bust the Banks Trail Half Marathon had over 230 finishers. Some participants took the weekend trail running to the extreme

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and completed the Trail Takedown challenge – finishing both the Scramble 10k and the half marathon. The Urban Assault Mountain Bike Race on Saturday afternoon had over 100 finishers.

Kayaking, stand up paddleboarding, slacklining, hiking, and bouldering were among the activities that festival attendees of all ages were able to try throughout the duration of the event free of charge in the Go RVing Interactive Village.

For more information about Dominion Riverrock or for full results from each of the events, please visit www.dominionriverrock.com. The event will return to Brown's Island and Historic Tredegar May 18-20, 2018.

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About Dominion Riverrock

Dominion Riverrock, organized by Venture Richmond and 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. Learn more about the festival at www.dominionriverrock.com.