



PRESS RELEASE

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Dominion Energy Riverrock named 'Green Event of the Year' by Virginia Green Travel program

Festival honored for outstanding commitments to sustainability and green tourism

RICHMOND, VA – [Dominion Energy Riverrock](#), the nation's premier outdoor sports and music festival, was named the 2017 'Green Event of the Year' at the annual Virginia Green Travel Star Awards program earlier this month in Virginia Beach. The festival, organized by nonprofit groups Sports Backers and Venture Richmond, was one of 19 Virginia tourism operations honored for outstanding commitments to sustainability and contributions to green tourism.

"Dominion Energy Riverrock is committed to environmental sustainability and does a great job of encouraging participants, attendees, volunteers, vendors, and sponsors to share that commitment during the festival," said Tom Griffin, the Director of the Virginia Green Travel Alliance. "We are happy to celebrate their work, and congratulate all award winners on their efforts towards promoting green tourism in Virginia."

Sustainability efforts include a Dominion Energy Riverrock Green Team, a group of environmental ambassadors whose main focus during the event is recycling, and the purchasing of renewable energy certificates by Dominion Green Energy on behalf of the festival. Dominion Energy Riverrock also provides bike racks and a free bike valet service to encourage participants and attendees to ride their bicycles to the festival to lessen their overall environmental impact. At the 2017 festival, more than 4,500 pounds, or 68 percent, of all waste material was diverted from landfills thanks to the sustainability efforts of Green Team volunteers and festival organizers.

Dominion Energy Riverrock launches new website

With the full schedule of events for the May 18-20 festival available and registration for all events now open, Dominion Energy Riverrock is announcing the launch of a new website, www.Riverrockrva.com, to bring the full event experience to participants at home or on the go. Sports Backers and Venture Richmond partnered with Richmond-based web development and design firm COLAB to create an innovative site to serve as the online hub for the festival.

"We're excited to launch the new Dominion Energy Riverrock website and bring the festival right to people's fingertips," said Megan Schultz, Event Director for Dominion Energy Riverrock. "It's a great reflection of the overall event and we hope it will help enhance the experience for participants and attendees."

Riverrockrva.com is now live, with details on the concert and event schedule, as well as information on travel, lodging, sponsors, and volunteer opportunities. Fans can also stay up to date with the festival on Instagram (www.instagram.com/riverrockrva/), Facebook (www.facebook.com/riverrockRVA), Twitter (www.twitter.com/RiverrockRVA), and YouTube (www.youtube.com/user/DominionRiverrock).

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About Dominion Energy Riverrock

Dominion Energy 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 Energy Riverrock, there is a stronger appreciation for the value of outdoor recreation throughout the entire Richmond region. Learn more about the festival at www.riverrockva.com.