



PRESS RELEASE

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Dominion Riverrock, Richmond Mural Project partner on new 'dART' event

Event features mural scavenger hunt around Richmond's iconic art projects

RICHMOND, VA – [Dominion Riverrock](#) is excited to partner with the Richmond Mural Project to introduce 'dART,' a new event taking place during the three-day Riverrock festival scheduled for May 20-22. 'dART' is a multi-tiered mural scavenger hunt that will have participants darting all over Richmond in search of clues at 16 of the city's most iconic murals.

"Richmond is a great place for public art and an active community, and we are excited to combine the two and add dART to our Dominion Riverrock event portfolio," said Megan Schultz, Dominion Riverrock Event Director. "Street art and art in general are big parts of the outdoor community and important pieces to our culture here in Richmond."

Using clues provided at packet pick-up, participants will have the weekend to seek out the murals on foot or by bicycle. There is no set course for the event, and roads will be open while participants make their way to each mural. Once each clue is located, a photo of the mural must be taken with the participant in it (selfies are highly encouraged for this event). Each mural will have a specific point value, and prizes will be given following the event as tiered point levels are reached. Prizes for the event include the opportunity to suggest the next location for a mural as well as autographed prints from the Richmond Mural Project.

Before beginning the scavenger hunt, all registered dART participants must check in once at the [American Civil War Center at Historic Tredegar](#) courtyard during the following times:

- Thursday, May 19 from 4 p.m. - 7 p.m.
- Friday, May 20 from 11 a.m. - 6 p.m.
- Saturday, May 21 from 10 a.m. to 6 p.m.
- Sunday, May 22 from 10 a.m. to 2 p.m.

The Richmond Mural Project aims to create exposure for Richmond through the creation of murals and establish the area as a premier art destination. "I started the Richmond Mural Project with the goal of adding another dimension to an already amazing art community," said Shane Pomajambo, Founder and Director of the Richmond Mural Project. "It's a great opportunity to increase exposure to the project and introduce locals and visitors to the unique artwork that can be found throughout the city."

Participants can register for this challenge as individuals, or as a part of a team, and will have until 10:00a.m. on Monday, May 23 to submit all of their photos from the event. Registration for dART is now open at www.dominionriverrock.com at a cost of \$15 and is available through May 17.

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About the Richmond Mural Project

The Richmond Mural Project is a yearly event that brings artists from all over the world to the city. Since the project's creation in 2011, over 70 murals have been created. The goal of the project is to increase exposure to the city by establishing Richmond as a landmark destination for internationally recognized murals. By concentrating a large number of murals throughout the city the project will increase tourism and will bring the much needed 'Feet on the Street' which can help local businesses and organizations thrive.

About Dominion Riverrock

Dominion Riverrock, organized by Venture Richmond and Sports Backers, is the nation'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.