



## PRESS RELEASE

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### **Dominion Riverrock sponsors offer activities on-site**

RICHMOND, VA – In addition to the music and sporting events at the Dominion Riverrock festival, sponsors and vendors will also be on-site offering plenty of activities for festival goers to take part in. “Our sponsors and partners bring tremendous value to the Dominion Riverrock festival,” said event director Megan Schultz. “Riverrock has garnered the attention of national leaders in the outdoor industry because Richmond is a fantastic outdoor town that celebrates active lifestyles on a daily basis.”

#### **Dominion**

Dominion is one of the nation's largest producers and transporters of energy, with a portfolio of approximately 23,600 megawatts of generation, 10,900 miles of natural gas transmission, gathering and storage pipeline, and 6,400 miles of electric transmission lines. Dominion operates one of the nation's largest natural gas storage systems with 947 billion cubic feet of storage capacity and serves utility and retail energy customers in 10 states.

*On-site: Does your phone need charging? Stop by the Dominion Mobile Charging Station on Brown's Island for FREE mobile device charging.*

#### **Subaru of America**

At Subaru, we're dedicated to supporting the communities in which we live and work. That's why we approach our community investment with the same drive and energy as we do all of our core business functions. Our employees are actively engaged in community service and share the company's belief that it takes much more than money to create real change. They generously donate their time and talent and last year alone, donated more than 3,500 hours to improve their local communities.

#### **Ruffwear**

With the mission to build performance product to enhance and inspire outdoor adventures for dogs and their human companions, Ruffwear Performance Dog Gear™ combines technology, quality, fit, function, and safety to meet the needs of active and adventurous canines and their humans.

*On-site: Ruffwear Ambassador Maria Schultz will be giving SUP with your PUP demos on Saturday May 21<sup>st</sup>, and Sunday May 22<sup>nd</sup>! Ruffwear will provide demo K-9 float coats for participating dogs. Space is limited. Sign up at the Ruffwear booth!*

#### **Osprey Packs, Inc.**

Since Osprey was founded in 1974, every single product design bearing the Osprey name has passed through the hands of owner and founder Mike Pfothenauer, undergoing relentless scrutiny. From stitching the first lines of custom-fitted packs, to meticulously designing innovative products with intuitive features, to forgoing personal relationships with the sewing operators who construct the packs, Mike has been the unbreakable thread that makes Osprey a company like no other. Our mission is to create innovative high performance gear that reflects our love of adventure and devotion to the outdoors. We succeed when we meet the demanding expectation of our most discerning customers and they are proud to use our packs.

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On-Site: Come check out the latest packs and travel gear from Osprey Packs. Pack fitting professionals will be on hand to demonstrate proper pack sizing and fitting to ensure the utmost comfort on your next outing.

### **Agee's**

Agee's Bicycle has served cyclists of all levels for over 100 years. We stock a huge selection of bikes from neighborhood to race-ready models. Your accessory needs are also covered including multi-sport rack systems for every outdoor pursuit.

On-site: Agee's will be at Riverrock Friday, Saturday, and Sunday with a wide variety of bikes on display. Agee's personnel will be on-hand to answer your ride-related questions.

### **Chaco**

Chaco creates premium footwear and accessories for outdoor-minded people. We believe that outdoor adventure, travel, and community enrich the lives of our consumers, and we strive to contribute to that enrichment!

On-site: Come check out the Chaco Z World Tour! We will have games, giveaways, and an immersive 360-degree virtual adventure. Festival exclusive Z sandals will be available only with the tour. Join Us!

### **Sierra Nevada**

We set out with a simple goal: brew the beers we wanted to drink. We started small, with a homebrew shop, a love of American hops, and plenty of passion. In the process, we changed the world of beer forever. Decades later, we're still at it, and the passion burns brighter than ever.

On-site: Sierra Nevada Brewing Company is setting up Beer Camp at the southwest corner of Historic Tredegar. Pose like a champ at the Pallet Podium. Take a trip down the Brewery's memory lane from humble, sustainable values in 1980 to the innovation of today. Run your fingers through roasted malt. Explore the sticky lupulin glands of the hop cone. Try some specialty beers and don't miss four Hop Talks taking place under the tent on Friday at 6:30p.m., Saturday at 3:00p.m. and 6:30p.m., and Sunday at 3:00p.m.

### **Go RVing**

AWAY is a place that's not on any map, but you know it when you find it. It can be as far as the horizon, or as close as this afternoon. It's your place – wherever you want to discover, escape, play, and make memories with the people you love. And an RV can take you there for less than you might think. It's the only way to pick up and go, without any reservations, without any hassles, and with all the comforts of home. So bring the kids. Bring the dog. Bring your fishing poles, your mountain bikes, and your kayak. Find you AWAY – wherever it may be. For over a decade, Go RVing has spearheaded the RV and campground industry's campaign to deliver world-class travel and vacation experiences to new and current RVers. Go RVing's mission? To make your next road trip adventure the best it can be.

On-site: Tour our state-of-the-art RV's. Enter to win free gear. Enjoy free s'mores and snacks. Take your picture at the Outside Magazine photo booth.

### **Zuke's**

Driven by the joy that comes from exploring with our dogs and from the pursuit of a healthier life that makes pets and people happier, we at Zuke's create treats with only the healthiest natural ingredients. Since 1995, we've focused on providing our dogs with the fuel they need to do what they do best. Getting us out of our homes and routines, and into the amazing world around us.

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On-site: We will be offering free samples of our dog treats at our Zuke's tent near the Dock Diving area. We will be having a Yappy Hour each day where you will have the chance to spin our prize wheel and win Zuke's products and swag.

### **Saladworks**

We've been making salads since before they were cool. And now more than ever we're obsessed with fresh. We believe that a salad is only as good as where it comes from. That's why we source the best growers for bigger taste. It's why we chop fresh all day, every day. From our kale, to our carrots, to our quinoa, our promise is as fresh as it gets. At Saladworks, this is where it all began, over thirty years ago making salads for the people, by the people. And we plan on making them for a very long time because there's nothing trendy about fresh.

On-Site: Visit our booth where we will be selling wraps and bottled beverages. We will be giving away menus, cups, magnets and other promotional items. We will also be running a contest to win free salads for a year!

### **Dagger Kayaks**

Our goal is to represent everything that's great about getting on the water, from the technical aspects of rec and touring to the pure rush of whitewater. We stand behind all of our kayaks with the assurance of the highest level of quality, from the boat design, all the way through the life of your kayak. We're a company that started in a small shop with a dirt room floor. A few paddling buddies working tirelessly to kick off a young paddling industry doing what they loved. Look at us today, and we are proud we haven't really changed a heck of a lot from those core principles. The faces are different, and the family is growing, but it's still just a group of people who love to paddle and build boats that others love to paddle.

### **Farm to Feet**

Farm to Feet is an independent American brand, owned by Nester Hosiery – the world's most technologically advanced sock producer. Farm to Feet is committed to the single, simple goal of creating the world's best wool socks by exclusively using an all-American recipe: U.S. materials, U.S. manufacturing, and U.S. workers. Farm to Feet's current line includes Adventure Hike, Adventure Sport, Sporting, and Everyday socks. These collections include men's and women's styles in multiple colors and heights. Farm to Feet socks retail between \$15 and \$30 per pair depending on height and style.

On-Site: The first 100 participants to sign up for the Adventure Race will receive a free pair of Farm to Feet socks. In addition, we will be giving away a sock drawer makeover to the winners/winning team of the Adventure Race!

### **HCA Virginia**

HCA VA Sports Medicine is the premier provider of physical rehabilitation in the greater Richmond area. With four locations offering services inclusive of physical and occupational health, athletic training, and sports performance, HCA VA Sports Medicine tends to active individuals from the moment they sustain an injury to the moment they return to their activity.

On-Site: Members of our staff will be present to answer questions regarding our services, provide brief demonstrations of assessment techniques and technologies, and of course provide promotional items through handouts and raffles.

### **Maui Jim**

Maui Jim sunglasses were born on the beaches of Maui and designed to protect eyes from the harsh rays of the island sun. Today, Maui Jim is recognized for unparalleled "Aloha Spirit" and customer services as well as patented

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PolarizedPlus2® lens technology, which blocks 100 percent of UV rays and eliminates glare while enhancing color, definition, and depth perception. Maui Jim sunglasses have earned the Skin Cancer Foundation Seal of Recommendation as an effective UV filter for the eyes and surrounding skin.

On-site: Maui Jim will have the Jimmy Jr. onsite for visitors to stop by and see the difference. Festival goers can try on and purchase all of the latest sunglass styles. You can also enter to win a Maui Jim swag bag, with one lucky winner chosen on Sunday.

**Dominion Riverrock is open to the public and is free to all spectators. For event registration and further information about Dominion Riverrock 2016, please visit [www.dominionriverrock.com](http://www.dominionriverrock.com).**

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#### **About Dominion Riverrock**

Dominion Riverrock, organized by Venture Richmond and the 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 urban environment and setting 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.