



PRESS RELEASE

For Immediate Release
No. 12/18

April 10, 2018

Contact: Pete Woody
(804) 285-9495 x237

5PT Film Festival presented by Sierra Nevada Brewing Co. will kick off Dominion Energy Riverrock festival weekend on May 17

RICHMOND, VA – Outdoor and adventure films will kick off the action-packed [Dominion Energy Riverrock](#) weekend starting on Thursday, May 17, with the [5PT Film Festival presented by Sierra Nevada Brewing Co.](#) at The Broadberry (2729 W Broad St, Richmond, VA 23220). The film festival will feature 12-15 short documentary adventure films as well as live music from the Larry Keel Experience. Doors open at 5:00pm, with films slated to start at 6:30pm. Music from the Larry Keel Experience will begin at 9:30pm. Tickets are on sale now through The Broadberry for \$10 in advance or \$12 at the door. Tickets can be purchased online at the following link: <https://ticketf.ly/2H6D3sC>

The 5PT Film Festival focuses on the outdoor industry's inspirational stories and is dedicated to bringing communities together. Sierra Nevada is pleased to partner with 5Point Film in an exclusive debut showing of their inspiring outdoor films featuring the award winners from the renowned film festival in Carbondale, CO. This partnership brings the film series to Richmond for the fifth year in a row, and the stories of passionate athletes, artists, and filmmakers told during the festival will add to the excitement surrounding Dominion Energy Riverrock.

"We're excited to be working with 5Point Films and our partners at Sports Backers to kick off this year's Dominion Energy Riverrock with a night of truly inspiring films," said Pat Hazlett, Event Team Manager for Sierra Nevada Brewing Co. "At the brewery, we seek to inspire adventure of all kind; our founder, Ken Grossman, is an avid hiker, cyclist, kayaker, and more — and it's an outdoor spirit that permeates all of Sierra Nevada. We look forward to a night full of inspirational stories and a lot of fun."

Sierra Nevada Brewing Co. was founded in 1980 on the values of resourcefulness, grit, outdoor wonder, music, originality, and fun. Dominion Energy Riverrock is based on these same values, and 5PT Film Festival presented by Sierra Nevada Brewing Co. will highlight the enthusiasm for outdoor adventure that Dominion Energy Riverrock brings to Richmond each year.

In addition to its support as presenting sponsor, Sierra Nevada is donating a portion of beer sales during the 5PT Film Festival to rvaMORE, a local nonprofit whose mission is to enhance trail experiences through people, tools, and advocacy. rvaMORE helps support advocacy efforts that protect access to local trails, provides over 1,000 hours of volunteer work to maintain and improve trails, and ensures continued access to local trails by educating local riders about the need to ride responsibly and obey local regulations. Sierra Nevada Brewing Co. believes in sustainable enjoyment of the environment, and those values are reflected by local organizations like rvaMORE.

For more information on the 5PT Film Festival presented by Sierra Nevada Brewing Co., visit the [Dominion Energy Riverrock](#) website. Dominion Energy Riverrock is scheduled for May 18-20, 2018, and registration for all events is now open. Follow Dominion Energy Riverrock on [Facebook](#), [Twitter](#), [Instagram](#) or [YouTube](#) to stay up to date with the latest festival information.

###



About Dominion Energy Riverrock

Dominion Energy 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 Energy Riverrock, there is a stronger appreciation for the value of outdoor recreation throughout the entire Richmond region.