



PRESS RELEASE

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New events and challenges highlight 2018 Dominion Energy Riverrock

New features will challenge participants in trail running, mountain biking, and paddle sports

RICHMOND, VA – [Dominion Energy Riverrock](#) will feature several exciting new events and challenges over the course of the May 18-20 festival weekend. The additions for 2018 will highlight the best of Richmond's riverfront and trail system and challenge participants to test their skills in a variety of outdoor events.

New events taking place on Friday, May 18, include the Mountain Bike Time Trial and Belle Isle Blitz. In the Mountain Bike Time Trial, participants will set out to get the fastest finishing time on a rugged course on the James River Park System trails. The time trial starts at 6:30pm and riders will go off in one-minute intervals. Taking place at 7:15pm on Friday, the Belle Isle Blitz is a chip-timed race over a roughly 5k course that will offer a fun and unique challenge to hard-core trail runners. Starting on the south side of the T. Tyler Potterfield Memorial Bridge and finishing in the Belle Isle parking lot, the Blitz also features a dog wave for participants who want to take on the trails with their four-legged friends by their side.

On Saturday, May 19, the inaugural Sierra Nevada Down River Paddle takes place at 11:30am. Using their kayak, canoe, or SUP, participants will take off in one-minute intervals, starting at Reedy Creek. They will battle some of the river's most challenging rapids as they race to the finish at the 14th street takeout, with the fastest male and female times winning. On May 20, the Sunday Funday Ride allows bike riders of all ages to take part in a casual cruise while exploring the best of RVA. Setting off at 1:30pm, the Sunday Funday Ride features a 10-mile and 25-mile course option, and, for those still in need of a little friendly competition, the ride will feature several timed segments through *Strava*, where riders can compete for bragging rights. Both courses will start in the Belle Isle parking lot and will include one on-course aid station.

These new additions to Dominion Energy Riverrock will also help form two new weekend-long challenges: the River Rumble and Trail Trio. The River Rumble, a combination of running, paddling, and biking, is comprised of the James River Scramble 10k trail run, the Sierra Nevada Down River Paddle, and the Urban Assault Mountain Bike Race. A male and female will be crowned River Rumble champion based on the fastest combined time in all three events, and the Rumble will challenge participants' endurance on Richmond's signature trails and rapids. River Rumble participants will also receive a discount on their overall entry and a unique River Rumble participant shirt, while the champions will earn additional, and well-deserved, bragging rights.

The Trail Trio, incorporating the Belle Isle Blitz, James River Scramble, and Bust the Banks trail half marathon, will be a true test of trail running skill over a three-day span. The Trail Trio offers challenges at a variety of distances and takes participants to the North Bank Trail, Buttermilk Trail, Belle Isle, Potterfield Bridge, and Brown's Island in pursuit of the special Trail Trio finisher medal and legendary status, among other finisher items.

Registration for all Dominion Energy Riverrock events and challenges is currently open, with a price increase set for May 1. More information and registration can be found at www.riverrockrva.com.

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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.