



PRESS RELEASE

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Dominion Energy Riverrock, Sierra Nevada Brewing Co. partner to create 'Let's Go RVA IPA' ahead of 2018 festival

RICHMOND, VA – [Dominion Energy Riverrock](#), Sports Backers, and Sierra Nevada Brewing Co. have partnered to create 'Let's Go RVA IPA,' a session IPA brewed exclusively for the three-day sports and music festival set for May 18-20 at Brown's Island and Historic Tredegar. The perfect complement to outdoor sports and fun, Let's Go RVA IPA is light and refreshing, yet packed with hop flavor. Expect a burst of bright citrus and tropical fruit aromas, followed by a crisp finish that keeps you coming back for more. The name is based on the Sports Backers slogan 'Let's Go RVA!' which is meant to inspire and motivate active living and celebrate the region's outdoor recreation opportunities.



Let's Go RVA IPA Facts and Figures

4.8% ABV 34 IBU

Grist: Pale, pilsner, oats, wheat

Hops: Magnum, Citra, El Dorado, Loral, Nelson Sauvin, Mandarina Bavaria, Huell Melon

"Part of what we love about Dominion Energy Riverrock is the balance of extreme and extremely accessible," said Pat Hazlett, Event Team Manager for Sierra Nevada Brewing Co. "That's what we wanted to capture in the Let's Go RVA IPA we brewed exclusively for this year's festival—a balanced, approachable IPA highlighting a few exceptional hop flavors and aromas. It's a beer and a festival that anyone from an amateur to a pro can enjoy."

Let's Go RVA IPA will be available during Dominion Energy Riverrock as well as at the [5PT Adventure Film Festival presented by Sierra Nevada Brewing Co.](#) on May 17 at The Broadberry. The film festival will feature an evening of inspirational adventure films followed by live music from the Larry Keel Experience. Sierra Nevada is donating a portion of beer sales during the 5PT Adventure Film Festival to rvaMORE, a local nonprofit whose mission is to enhance trail experiences through people, tools, and advocacy. Advance film festival tickets are on sale now for \$10 and can be purchased online at <https://ticketf.ly/2H6D3sC>.

"Richmond has a vibrant arts, culture, dining, and craft beer scene, and we're excited to work with Sierra Nevada to bring Let's Go RVA IPA to this mix," said Megan Schultz, event director for Dominion Energy Riverrock. "It will be a great addition to everything we've got to offer at Dominion Energy Riverrock and we look forward to kicking off the festival and celebrating with participants and spectators."

In addition to the 5PT Adventure Film Festival, Let's Go RVA IPA can also be found at various locations around Richmond, including Boulevard Burger and Brew, Capital Ale House (Main St. location), Colonial Kitchen & Market (New Kent), Dash In Dash Out, Fat Dragon, Heritage, Independence Golf Course, Jack Brown's Beer & Burger Joint, Kroger (14101 Midlothian Turnpike), Salisbury Country Club, Southern Railway Deli, Strawberry Street Café, The Caboose (Ashland), The Hop Craft Pizza & Beer, Toast, Whole Foods Market (11173 W. Broad Street), Wong Gonzalez, and Zzaam Fresh Korean Grill.

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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. Learn more at www.riverrockva.com.

About Sierra Nevada Brewing Company

Since its founding in 1980, Sierra Nevada Brewing Company has led the way in producing the highest-quality beers made of the finest ingredients and bringing back the obscure and forgotten styles of the pre-Prohibition era now available coast to coast. Sierra Nevada Brewing Company helped change the face of American brewing and inspire countless brewers to follow a passion of their own.