



PRESS RELEASE

For Immediate Release

February 8, 2019

Contact: Pete Woody
(804) 285-9495 x237

Subaru, Dominion Energy Riverrock, and James River Park System join forces for new year-round water fountain project

Funds raised during festival go towards new fountain at Reedy Creek

RICHMOND, VA – Subaru of America, in conjunction with Richmond-based dealerships Colonial Subaru and Hyman Brothers Subaru, partnered with [Dominion Energy Riverrock](#) and the James River Park System (JRPS) to raise funds to construct and unveil a new year-round water fountain at JRPS' Reedy Creek trailhead location. The new fountain, now open for public use, replaces the previous half-year fountain at Reedy Creek that was shut down each winter. JRPS now has three year-round fountains within the park system, and, like the other two existing year-round fountains, the new Reedy Creek fountain is also pet friendly.



“We believe in being a positive force in the communities where we live and work, and we are excited to further enhance The James River Park System,” said David Bull, D.C. Zone Retailer Marketing Manager for Subaru of America. “The park system is a great asset for the Richmond region and we believe in the importance of making outdoor adventure accessible and enjoyable for all.”

During the 2018 Dominion Energy Riverrock festival, Subaru encouraged attendees to fill out questionnaires in the vendor village area. For each questionnaire submitted, Subaru made a donation to the Reedy Creek water fountain project to help fund the installation. Reedy Creek is one of the most popular and heavily-used trailheads of the James River Park System and multiple Dominion Energy Riverrock trail running and mountain biking events pass through the area, in addition to the use it receives from park visitors throughout the year.

“This is a huge benefit to the RVA trail community and helps make our already awesome downtown trails even better,” said Michael Burton, Trails Manager for the City of Richmond and James River Park System. “On behalf of the City of Richmond’s Parks and Recreation Department I would like to give a big THANK YOU to both Sports Backers and Subaru for their continued support of our parks and trail system.”

Dominion Energy Riverrock, taking place May 17-19, 2019, is the nation’s premier outdoor sports and lifestyle festival and aims to build a strong appreciation for the value of outdoor recreation and active living on the James River and throughout the Richmond region. JRPS receives over two million visitors a year, and its 14 locations include over 550 acres and 22 miles of trails open to both bikes and foot traffic and ranging in difficulty from easy to advanced. The new year-round water fountain is now open at Reedy Creek, which is accessible from Riverside Drive as well as the main entrance to Forest Hill Park at New Kent Avenue and 42nd Street.



###



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.riverrockrva.com.