



PRESS RELEASE

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Dominion Energy Riverrock announces cancellation of 2020 festival

RICHMOND, VA – In conjunction with Governor Northam’s recently-issued statewide [stay-at-home order](#), Sports Backers and Venture Richmond are very disappointed to announce that the 2020 Dominion Energy Riverrock festival planned for May 15-17 at Brown’s Island and Historic Tredegar will be canceled. This is a very difficult decision for the event organizers and our dedicated community of athletes, musicians, adventurers, sponsors, and volunteers that support the festival and make Richmond such a vibrant and active place to live and visit.

“We know that Dominion Energy Riverrock is one of the most anticipated weekends in Richmond, so it’s incredibly disappointing that we and Sports Backers must cancel this year’s event, but there was really no other option for us. The health and safety of our guests, participants, and community are our top priorities,” said Lisa Sims, CEO of Venture Richmond. “We want to thank our sponsors and partners for their support and understanding, and we’re already planning another great event for 2021.”

Registered participants in Dominion Energy Riverrock sporting events will have the option to donate their registration fee to projects and organizations that help maintain, enhance, and support the Richmond riverfront and its world-class trail system. Past Dominion Energy Riverrock donations have supported various projects in and around the James River Park System, including the rehabbing of the Maymont ramp on the North Bank Trail by the James River Park System staff (completed in November 2019) and a universal access ramp at Huguenot Flatwater through the James River Outdoor Coalition’s efforts.

Participants may also defer their entry into the corresponding sporting event during the 2021 festival, credit their entry fee to another Sports Backers event, or receive a refund of their event entry fee. Information will be sent directly to registered participants letting them know how to manage their registrations.

“Dominion Energy Riverrock inspires active living and is a great celebration of all the outdoor adventure opportunities available in Richmond. Even though this year’s festival won’t take place, we still aim to encourage people to be active on their own in a responsible way and support a healthy and active lifestyle,” said Jon Lugbill, Executive Director of Sports Backers. “We recognize that the most important thing right now is to focus community resources towards ensuring public health.”

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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.riverrockrva.com.