



PRESS RELEASE

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Dominion Energy Riverrock announces Virtual Experience with virtual trail events, streaming content to celebrate 2020 festival

RICHMOND, VA – [Dominion Energy Riverrock](#) is planning its first Virtual Experience to bring the sights and sounds of the festival, which was originally scheduled for May 15-17 before its cancellation due to the COVID-19 outbreak and associated restrictions on large events, directly to viewers and participants. The Virtual Experience will include trail running and mountain bike events for participants to take part in virtually on their own before enjoying the streaming festival highlights show on Saturday, May 16, at 5 p.m.

The virtual races will encourage participants to bring the celebratory spirit home to them. Participants can choose 5k, 10k, or Half Marathon trail running distances, or 10-mile or 20-mile mountain bike distances, then select their own course and complete their race any time before May 31. Participants can also upload and compare their times on an online leaderboard. Virtual event registration is now open at www.riverrockrva.com, and the registration fee of \$20 includes a Dominion Energy Riverrock trucker hat with an event entry. As part of the celebration, festival organizers are also hosting a drawing for a prize pack featuring items from event partners including YETI, Sierra Nevada, ENO, nuun, Virginia Lottery, and Capital One, among others. No purchase is necessary to win the prize pack and anyone aged 21 and over can enter to win [here](#).

“Even though we can’t gather along the James River at our wonderful downtown waterfront, we still want to celebrate Richmond’s vibrant active-living community,” said Megan Schultz, Director of Events for Sports Backers, co-organizers of Dominion Energy Riverrock with Venture Richmond. “We believe that the Virtual Experience will be a great way for Dominion Energy Riverrock enthusiasts to engage with the things that make the festival so unique and exciting.”

The streaming highlights show will feature music from several artists originally scheduled to perform during the 2020 Dominion Energy Riverrock, including the Delvon Lamarr Organ Trio, The Hot Seats, and The Northerners, as well as interviews with Dominion Energy Riverrock athletes, demos on mountain biking, slacklining, kayak, and bouldering, and plenty of other festival-related content. The livestream will premiere at 5 p.m. on May 16 on the Dominion Energy Riverrock YouTube channel (<https://www.youtube.com/dominionenergyriverrock/live>) and on Facebook Live (www.facebook.com/riverrockRVA/), and be available for on-demand streaming immediately after. A trailer for the special can be viewed at the Dominion Energy Riverrock Instagram page, @RiverrockRVA.

“We know that Dominion Energy Riverrock is one of the most anticipated weekends of the year in Richmond, so it’s important for us to bring the spirit of the festival to our dedicated community with this Virtual Experience,” said Lisa Sims, CEO of Venture Richmond. “We especially would like to thank Dominion Energy for their support to bring this concept to reality so we can all take part in the festival in our own way.”

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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.