



PRESS RELEASE

For Immediate Release

March 18, 2021

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Dominion Energy Riverrock set for May 14-16 with theme of #RockTheOutdoors

Activities to include small-scale trail events, scavenger hunt, and service projects

RICHMOND, VA – To encourage outdoor adventure and highlight the wide range of active living opportunities available in Richmond, Dominion Energy Riverrock will celebrate throughout the weekend of May 14-16 with small-scale participant events and partnerships with local organizations that share a commitment to increasing access to the outdoors for all. The plans were announced today by Sports Backers and Venture Richmond Events, the festival's nonprofit organizers.

Participant events during the weekend will be held in accordance with COVID-19 guidelines and will utilize the James River and surrounding trails in the James River Park System. Events will include trail running, kayaking, stand up paddleboarding, a mountain bike time trial, and photo and video contests. There will also be virtual versions of the trail running events, as well as a virtual fishing competition held in conjunction with the Virginia Department of Wildlife Resources. As part of the event registration process, participants will have the option to donate to the James River Park System, with donations going towards maintenance and new projects within the 550-acre park. The most current, up-to-date schedule of event dates and locations is available at www.RiverrockRVA.com.

This year's Dominion Energy Riverrock will also feature the first-ever #RockTheOutdoors Scavenger Hunt, to provide more opportunities to enjoy and connect with the outdoors. In the scavenger hunt, individuals or teams of up to four members will receive a list of missions through the GooseChase app to complete while exploring Richmond. Participants will earn points for each completed mission, with live leaderboard tracking throughout the event, which runs from Friday, May 14th to Sunday, May 23rd. As part of completing missions, teams may be required to submit photos or videos, check in at specific locations, or solve an outdoors-themed puzzle or riddle. The team that earns the most points by May 23rd will be the winner. Registration for the #RockTheOutdoors Scavenger Hunt is free.

"Dominion Energy Riverrock has become one of the nation's premier outdoor lifestyle festivals because of the unique attributes we have in Richmond, including the James River as the centerpiece, and the vibrant active living opportunities that are available on a daily basis," said Megan Schultz, Chief Operating Officer for Sports Backers. "This year the focus will be on bringing different pieces of Dominion Energy Riverrock to the numerous parks and trails around Richmond to encourage people to keep rocking the outdoors in a responsible and sustainable way."

Throughout the weekend, Dominion Energy Riverrock will partner with local nonprofits to focus on grassroots initiatives for outdoor access and sustainability.

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Partnership activations will encompass running, hiking, and biking meet ups, outdoor art installations, and service projects and volunteer opportunities focused on beautification and trail and river clean ups, all in accordance with COVID-19 health and safety guidelines. Partners include the James River Park System, Friends of James River Park, James River Outdoor Coalition, RVA MORE, James River Association, Blue Sky Fund, Black Girls Do Bike, Black Girls Run, Capital Trees, GirlTrek, Project Yoga, Sportable, and the Virginia Capital Trail Foundation, among others.

Dominion Energy Riverrock typically features three full days of live bands taking the stage on Brown's Island, however that will not be the case this year. Instead, impromptu musical performances will pop up in and around the James River Park System. Park goers will have a chance to catch a variety of performances, ranging from solo acoustic acts to multi-piece bands, to accompany their outdoor experiences during the weekend.

“We know that Dominion Energy Riverrock is one of the most anticipated weekends in Richmond, so we’re excited to offer plans and activities to celebrate the spirit of the festival this year,” said Stephen Lecky, Director of Events for Venture Richmond Events. “We want to thank our sponsors and partners for their continued support in bringing these plans to life, and we certainly look forward to returning to a dynamic Dominion Energy Riverrock celebration at Brown’s Island and Historic Tredegar in 2022.”

For event registration, volunteer opportunities, schedule updates, and more information on the 2021 Dominion Energy Riverrock, please visit www.RiverrockRVA.com.

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About Dominion Energy Riverrock

Dominion Energy Riverrock, organized by Venture Richmond Events 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.