



## PRESS RELEASE

For Immediate Release

March 17, 2022

# Dominion Energy Riverrock Announces Title Sponsorship Extension

## Festival returns to traditional in-person format May 20-22

RICHMOND, VA – As excitement builds for [Dominion Energy Riverrock's](#) return to a traditional in-person festival this year, Sports Backers and Venture Richmond announced Dominion Energy's charitable foundation is renewing its partnership as title sponsor of the outdoor sports and lifestyle festival, extending its commitment through 2024 and bringing its total support to nearly \$3.5 million since the festival's inception in 2009.

The announcement occurred during a kickoff event at Hardywood Park Craft Brewery's Richmond Brew House on March 16. Hardywood will serve as the new official beer provider for Dominion Energy Riverrock. The kickoff event featured live music from local artist Chris Leggett, festival partners from Richmond's outdoor adventure community, and remarks from representatives of Sports Backers and Venture Richmond, the nonprofit organizers of the event, and the Dominion Energy Charitable Foundation.

"Dominion Energy's mission is to become the most sustainable energy company in America, which is why we are committed to protecting the environment — the great outdoors — and to reaching net zero carbon and methane emissions," said Hunter A. Applewhite, president of the Dominion Energy Charitable Foundation. "For us, sustainability also means being a part of the community — and doing our part to make sure the community thrives. Riverrock is a terrific way to bring people together to be active outdoors and celebrate Richmond's great downtown riverfront."

"We are very excited for the return of Dominion Energy Riverrock in May, and are very appreciative of the continued support of the Dominion Energy Charitable Foundation for the festival," said Jon Lugbill, Executive Director of Sports Backers. "Dominion Energy Riverrock is a great celebration of our active and vibrant community and shows off the best of what Richmond has to offer. We can't wait to join together with the dedicated community partners who inspire active living across our region for another great festival weekend."

The debut of the short film, 'Where We Ride: MTB Trails in Richmond,' also took place during the event. The film was shot during the 2021 version of Riverrock with local riders at some of Richmond's top riding locations including the James River Park System, Pocahontas State Park, and Gillies Creek. 'Where We Ride' also features nationally-known freestyle and trail rider Jeff Lenosky and highlighted the unique mountain biking culture and community in Richmond. It was produced by Sports Backers and filmmaker Jack Anderson, a Richmond native.

'Where We Ride' will premiere on YouTube on Thursday, March 17, at 2 p.m. and can be viewed at the following link: <https://www.youtube.com/watch?v=Ofk980wo35g>

This year's festival is set for May 20-22 at Brown's Island, the 5<sup>th</sup> Street Hillside, and the trails around the James River Park System. Dominion Energy Riverrock 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.

(more)



The festival is one of the region's most anticipated events and regularly draws upwards of 100,000 spectators and participants each year. Past festival participants include elite athletes such as Nathaniel Coleman, Kyra Condie, and Brooke Raboutou, who were all part of the U.S. Climbing Team in the inaugural climbing competition in the 2020 Tokyo Olympics, where Coleman went on to earn a silver medal in the Sport Climbing event. 2022 marks the first time Dominion Energy Riverrock will take place in its traditional format since 2019, after the 2020 and 2021 events took place in virtual and hybrid formats.

Dominion Energy Riverrock serves to promote Richmond's unique riverfront, downtown trails, and whitewater rapids to outdoor enthusiasts and introduce Richmond's outdoor adventure opportunities to residents from all corners of the region and visitors from around the country. 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.

More information on this year's festival, including event registration and a full schedule, can be found at [www.RiverrockRVA.com](http://www.RiverrockRVA.com) or on social media @RiverrockRVA.

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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](http://www.riverrockrva.com).

### **About the Dominion Energy Charitable Foundation**

About 7 million customers in 13 states energize their homes and businesses with electricity or natural gas from Dominion Energy (NYSE: D). Through its [Dominion Energy Charitable Foundation](#), as well as [EnergyShare](#), HBCU Promise<sup>SM</sup> and other programs, Dominion Energy contributed more than \$48 million in 2021 to community causes. The Foundation supports nonprofit causes that meet basic human needs, protect the environment, promote education, and encourage community vitality. Please visit [www.DominionEnergy.com](http://www.DominionEnergy.com) to learn more.