



PRESS RELEASE

For Immediate Release
No. 11/24

May 15, 2024

Contact: Nan Callahan
(804) 539-7769

Dominion Energy Riverrock Announces Final Schedule of Events

Festival kicks off on Brown's Island May 17 - 19

RICHMOND, VA – [Dominion Energy Riverrock](#) is returning to Brown's Island this weekend, May 17 - 19. The event is in its 16th year and has become one of the premiere outdoor sports and music festivals in the nation. Dominion Energy Riverrock is free to attend and last year attracted over 100,000 spectators over the three days. There is also registration available for trail runs, mountain biking, yoga, dog jumping, and more at www.riverrockrva.org. The event is organized in partnership by Sports Backers and Venture Richmond.

Dominion Energy Riverrock has a full schedule of events happening throughout the weekend. Each day will end with a free concert from our headlining bands. Sam Grisman Project will perform on Friday, May 17 at 8:00p.m., EGGY (6:15p.m.) and Karl Denson's Tiny Universe (8:00p.m.) will take the stage on Saturday, May 18, and The Stews will close out the weekend on Sunday, May 19 with a performance starting at 3:40p.m. More local and national acts will be performing throughout the weekend on the Brown's Island stage. You can see the full schedule of music at <https://www.riverrockrva.com/event-categories/music/>.

The festival will open on Friday, May 17 at 5:00p.m. In addition to spectator events, Friday evening will include Subaru Ultimate Air Dogs, the Belle Isle Blitz 5k, and the MTB Time Trial. On Saturday, May 18 participants can join the Monsters of the James Fishing Tournament, the James River Scramble (10kish), Yoga presented by Reign Storm, MTB Enduro, Subaru Ultimate Air Dogs, Kayak Boatercross, and SUP Cross. Saturday also marks the start of Dominion Energy Riverrock's newest event, the Cup of the East Kayak Polo tournament. On Sunday, May 19 those looking to take part in an event can do the Bust the Banks Half Marathon, Adventure Race, Yoga presented by Reign Storm, Subaru Ultimate Air Dogs, and the Downriver Paddle. The festival will officially end on Sunday at 5:00p.m. Throughout the weekend there will be stations called Adventure Zones where festival-goers can sign waivers to try free activities such as kayaking, stand up paddle boarding, slackline, bouldering, and guided group hikes. The Adventure Zones are open to all ages and are located throughout the festival.

The festival footprint will include Brown's Island, Tredegar Street, the Belle Isle Parking Lot, and Kanawha Plaza. Throughout the event, festival-goers can expect a vast array of food trucks, to include many regional favorites: Westray's Finest Ice Cream, Mark's Airborne Kettle Corn, International Grill, Blue Ridge Island Noodles, Boka Tako, Goatocado, Strawberry Street Events, Timber Pizza Company, Va Vendor Food Services, Hawk's II, Gelati Celesti, Mimi's Ice N Custard, Nolia's Lemonade, and Food Truck 1115. Hardywood Craft Beer, including the exclusive Riverrock Pale Ale, and Bold Rock Hard Seltzer will be available throughout the festival. Athletic Brewing will provide non-alcoholic beer. The majority of sponsor activations and vendors will be located on Brown's Island, but can be found throughout the entire footprint. The festival map can be viewed at <https://www.riverrockrva.com/venue/>.

Dominion Energy Riverrock brings in notable athletes from across the country. The fan-favorite bouldering competitions, including the Boulder Bash and Speed Comp, boast nearly 45 athletes from 17 different states. The reigning female champion from the 2023 Boulder Bash competition, Yealiya Southern (Georgia) is returning to defend her title. Joe Goodacre (Colorado), the defending male champion in the Speed Comp will also be back



this year. New in 2024, the bouldering competitions will be located at Kanawha Plaza. The Plaza's green space provides another downtown Richmond venue that within close proximity to the James River and trail system. Slackline Trickleline will also be at Kanawha and is expected to draw a sizeable crowd. Organizers are excited to see the festival expand.

Online registration will remain available throughout the weekend. Those who wish to register for an event can do so online and then pick up their packet on-site at Dominion Energy Riverrock. All participants will receive a shirt and a drink ticket. Participants can pick up their packets for their events at the respective start areas of each event. A full schedule of events for the 2024 Dominion Energy Riverrock can be found below, or at <https://www.riverrockrva.com/schedule/>.

SCHEDULE OF EVENTS:

Thursday, May 16

6 p.m. FREE Mountain Bike Group Ride with Jeff Lenosky at Forest Hill Park

Friday, May 17

5 p.m. – 9 p.m. Festival Open

5 p.m. – 8:30 p.m. Adventure Zones Open

5 p.m. – 9 p.m. Subaru Ultimate Air Dogs

6 p.m. – 8 p.m. Boulder Bash

6 p.m. Belle Isle Blitz

6:30 p.m. MTB Time Trial

8 p.m. – 9:30 p.m. Sam Grisman Project

ALL DAY Photo & Video Contest

Saturday, May 18

7 a.m. – 1 p.m. Monsters of the James Fishing Tournament

8 a.m. James River Scramble (10kish)

9 a.m. Yoga presented by Reign Storm

9 a.m. – 4:30 p.m. Cup of The East Kayak Polo

10 a.m. – 3 p.m. MTB Enduro

11 a.m. – 9 p.m. Subaru Ultimate Air Dogs

12 p.m. – 9 p.m. Festival Open

12 p.m. – 8:30 p.m. Adventure Zones Open

12 p.m. – 2 p.m. Boulder Bash Qualifying 2

1 p.m. Kayak Boatercross

2 p.m. – 5 p.m. Skimboarding

3 p.m. SUP Cross

3 p.m. Guided Hike #1 with Trail Kids RVA

4:30 p.m. – 6 p.m. Boulder Bash – Semifinals

6:15 p.m. – 7:30 p.m. EGGY

8 p.m. – 9 p.m. Boulder Bash Finals

8 p.m. – 9:30 p.m. Karl Denson's Tiny Universe



ALL DAY Photo & Video Contest

Sunday, May 19

7 a.m.	Bust the Banks Half Marathon
9 a.m. – 3 p.m.	Adventure Race
9 a.m.	Yoga presented by Reign Storm
10:30 a.m. – 11:30 a.m.	Speed Comp
11 a.m.	Guided Hike #2 with Urban Hike Life
12 p.m. – 5 p.m.	Festival Open
12 p.m. – 5 p.m.	Adventure Zones Open
12 p.m. – 3 p.m.	Subaru Ultimate Air Dogs
12 p.m. – 1 p.m.	Speed Comp Qualifying 1
1 p.m.	Downriver Paddle
2 p.m. – 5 p.m.	Skimboarding
2 p.m. – 3 p.m.	Speed Comp Qualifying 2
3 p.m.	Guided Hike #3 with Trail Kids RVA
3:40 p.m. – 5 p.m.	The Stews
4 p.m.	Subaru Ultimate Air Dogs Finals
4 p.m. – 5 p.m.	Speed Comp Finals 1 & 2
ALL DAY	Photo & Video Contest

###

About Dominion Energy Riverrock

Dominion Energy Riverrock, organized by Venture Richmond and the 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 urban environment and setting 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 at www.riverrockrva.com.

About Sports Backers

With a key message of Let's Go, RVA, the mission of Sports Backers is to inspire people to live actively. A non-profit organization, Sports Backers is dedicated to producing nationally recognized quality sporting events and programs that motivate residents and visitors alike to be more active, supporting youth running and fitness programs, and advocating for safe and connected networks of bike and pedestrian infrastructure. Learn more at www.sportsbackers.org.