



PRESS RELEASE

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Dominion Riverrock announces full schedule of events for 2012 fest

New sporting events added to weekend lineup

RICHMOND, VA – Dominion Riverrock announced today the full schedule of events for the May 18-20 festival in Richmond, VA. The 2012 schedule of events features all of the usual favorites: Trail running, mountain biking, kayaking, stand up paddleboarding, bouldering, freestyle biking and ultimate air dogs – along with musical performances, food vendors, exhibits and much more. Also, new additions to the event include slacklining, freestyle kayaking, adventure racing and the Dirt Crit short course mountain bike race.

2012 Schedule of Events
(Subject to change)

Thursday, May 17

Registration and Athlete Check-In	4:00-7:00 p.m.
Dyno Comp Qualifying - Media Event	6:00 - 7:00 p.m.

Friday, May 18

Registration and Athlete Check-In	11:00 a.m. - 7:00 p.m.
Vendor Booths and Interactive Village open	5:00 - 8:00 p.m.
Slackline Highline Exhibition	5:00 p.m.
Ultimate Air Dogs (Qualifying #1)	5:00 p.m.
Miller Lite Filthy 5k Mud Run	6:00 p.m.
Native Freestyle Bikes (Best Trick Qualifying)	6:00 - 7:00 p.m.
Blue Ridge Mountain Sports Boulder Bash (Women's Qualifying)	6:00 - 7:00 p.m.
Native Freestyle Bikes (Best Trick Finals)	7:00 - 8:00 p.m.
Ultimate Air Dogs (Qualifying #2)	7:00 p.m.
Blue Ridge Mountain Sports Boulder Bash (Men's Qualifying)	8:00 - 9:00 p.m.
FREE CONCERT: The Travelin' McCourys featuring Keller Williams	9:00 p.m.

Saturday, May 19

Registration and Athlete Check-In	11:00 a.m. - 7:00 p.m.
Vendor Booths and Interactive Village open	1:00 - 9:00 p.m.
Ultimate Air Dogs (Qualifying #3)	1:00 p.m.
Kayak Boatercross	1:00 p.m.
Thule Urban Assault Mountain Bike Race	1:00 p.m.
Slackline (Qualifying)	1:00 - 3:00 p.m.
Blue Ridge Mountain Sports Boulder Bash (Men's Quarterfinals)	1:30 - 3:10 p.m.

(More)



Ultimate Air Dogs (Qualifying #4)	3:00 p.m.
Stand Up Paddleboard (SUP) Cross	4:00 p.m.
Blue Ridge Mountain Sports Boulder Bash (Women's Quarterfinals)	4:00 - 5:40 p.m.
Slackline Highline Exhibition	5:00 p.m.
Ultimate Air Dogs (Qualifying #5)	5:00 p.m.
James River Scramble 10k Trail Run	6:00 p.m.
Native Freestyle Bikes (Slopestyle Qualifying)	6:00 - 7:00 p.m.
Ultimate Air Dogs (Qualifying #6)	7:00 p.m.
Slackline (Semifinals)	7:00 - 8:00 p.m.
Blue Ridge Mountain Sports Boulder Bash (Men's Semifinals)	7:00 - 8:10 p.m.
Blue Ridge Mountain Sports Boulder Bash (Women's Semifinals)	8:10 - 9:20 p.m.
FREE CONCERT: GALACTIC	9:00 p.m.

Sunday, May 20

Registration and Athlete Check-In	11:00 a.m. - 3:00 p.m.
Slackline Highline Exhibition	1:00 p.m.
Ultimate Air Dogs (Qualifying #7)	1:00 p.m.
Stand Up Paddleboard (SUP) Enduro	1:00 p.m.
Dyno Comp (Finals)	1:00 p.m.
Dirt Crit Short Track Mountain Bike Race	2:00 p.m.
Kayak Freestyle	3:00 p.m.
Ultimate Air Dogs (Qualifying #8)	3:00 p.m.
Blue Ridge Mountain Sports Boulder Bash (Men's and Women's)	3:00 - 4:30 p.m.
Slackline (Finals)	4:00 p.m.
Ultimate Air Dogs (Finals)	4:00 p.m.
Native Freestyle Bikes (Slopestyle Finals)	4:30 p.m.

About Dominion Riverrock

Dominion Riverrock, organized by Venture Richmond and the Sports Backers, is the East Coast's premier outdoor 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 Riverrock, there is a stronger appreciation for the value of outdoor recreation throughout the entire Richmond region.

Dominion Riverrock is open to the public and is free to all spectators. For event registration and further information about Dominion Riverrock 2012, please visit www.dominionriverrock.com.

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