



PRESS RELEASE

For Immediate Release
No. 11/12

February 22, 2012

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Subaru to serve as presenting sponsor of 2012 Dominion Riverrock

RICHMOND, VA – Dominion Riverrock announced today a partnership with Subaru of America, Inc. through which Subaru will serve as the presenting sponsor of the 2012 Dominion Riverrock festival in Richmond, VA. The fourth annual river life festival is set to take place on May 18-20 and will be packed with outdoor sports, vendors, and music.

“As one of the nation’s premier outdoor events, Dominion Riverrock Presented by Subaru, is an ideal opportunity for Subaru to showcase our brand and vehicles in front of a tremendous crowd of avid, outdoor enthusiasts. We’re excited to return this year in a larger capacity as the presenting sponsor,” said Todd Lawrence, Promotions and Sponsorship Manager for Subaru of America, Inc.

“Subaru is a leader in promoting the urban ‘park and play’ lifestyle that Dominion Riverrock is all about so we’re thrilled to partner with them,” said Jeff Fitch, the Director of Sponsorship for the festival.

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.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers across the United States. Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. All Subaru products are manufactured in zero- landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation.

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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