



DOMINION RIVERROCK CLOSSES DAY TWO WITH RECORD ATTENDANCE NUMBERS

TWO DAY FESTIVAL DRAWS OVER 3,000 PARTICIPANTS AND 25,000 SPECTATORS TO BROWN'S ISLAND MAY 14-15

Eukanuba Ultimate Air Dogs - a huge hit in Richmond with over 80 dogs registered

RICHMOND, VA (May 15, 2010) – The 2nd annual Dominion Riverrock festival, Richmond's own sports and outdoors festival showcasing the riverfront, concluded tonight after drawing over 3,000 participants and over 25,000 spectators to Brown's Island on May 14-15. These record numbers make Dominion Riverrock one of the largest outdoor sports festivals in the United States.

Eukanuba Ultimate Air Dogs proved to be a huge success at Dominion Riverrock with more than 80 dogs registered -- everything from mini labradoodles to pit bulls and German Shepherds. The competition featured canines competing for distance, catching and fetching from a dock into a pool. It's an incredible new sport that everyone loves.

"We love coming to Richmond," said ULTIMATE AIR DOGS president Milt Wilcox. "Last year we had a handful of dogs, but this year we had over 80. Of those 80 dogs, all of them but one was from Richmond." ULTIMATE AIR DOGS is one of the premier dock jumping organizations in the country.

Here are the top finishers, but for full results, visit www.dominionriverrock.com. Pictures from the event can be found on <http://www.dropbox.com/gallery/4128228/1//DR%20Images?h=c0ce74>.

Ultimate Air (based on distance jumped):

- Novice (under 9'11): Mary Wiedeman's black lab *Jada*
- Junior (10ft-14'11ft): Mark Hoover's yellow lab *Baylee*
- Senior (15ft-19'11ft): Dan Stalling's Weimaraner *Ginni*
- Master (20ft-22'5ft): Jan Dalby's lab *Tarragon*
- Ultimate (22'6ft+): Dan Stalling's Weimaraner *Alvin*

Fetch it! winner: Dan Stalling's Weimaraner *Ginni*

Catch it! winner: Dan Stalling's Weimaraner *Alvin*

ABOUT VENTURE RICHMOND

Venture Richmond engages business and community leaders in partnering with the city to enhance the vitality of the community, particularly downtown, through economic development, marketing, promotion, advocacy and events. Its most noted annual events are Easter on Parade, Friday Cheers, 2nd Street Festival, Richmond Folk Festival and Celebrate Illuminate, all of which are free and combine to host more than 300,000 people. www.venturerichmond.com.

ABOUT SPORTS BACKERS

Sports Backers own, manage or partner with 40 different sporting events in the Richmond region that help drive over \$50 million in economic impact. These events and programs strengthen the local economy, provide health benefits to participants and make the region a better place to live. www.sportsbackers.org.