



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

Tao Berman takes title in Red Bull Canal Crashers

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.

The Red Bull Canal Crashers was a crowd-favorite as kayakers rode down a 30-foot ramp and were thrown into the air to show off their best trick before landing in the canal. In attendance was extreme kayaker and Red Bull athlete, Tao Berman. As expected, Berman took home the title in the in the Red Bull Canal Crashers contest Saturday, winning a \$1,000 cash prize.

"I came out here never having done a ramp before," said Berman. "I surpassed my own expectations."

Also part of Dominion Riverrock this year was the Kayak Boatercross held on right off Brown's Island in the James River. Heats of four kayaks raced 200 yards while weaving around bouys to get to the finish line. Andrew Holcombe, who traveled to Richmond from Asheville, NC, to compete captured first place.

"This was a really good boatercross course," said Holcombe. "You don't get a whole lot better than that."

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>.

Red Bull Canal Crashers

1. Tao Berman
2. Van Nall
3. Eric Mahan

Kayak Boatercross

1. Andrew Holcombe
2. Van Nall
3. Patrick Griffin

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.