



PRESS RELEASE

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**Dominion Riverrock announces first-ever
Blue Ridge Mountain Sports Boulder Bash presented by Asana**

Country's top climbers descend upon Richmond, VA to compete

Richmond, VA – Dominion Riverrock, the outdoor adventure sports and river life festival in Richmond, Virginia, is bringing the sport of bouldering to the event for the first time. The Blue Ridge Mountain Sports Boulder Bash presented by Asana will take place on May 13-14, drawing in some of the country's top climbers to ascend a man-made 20-foot high and 30-foot deep bouldering cage made from metal, wood, and fiberglass.

“Rock climbing walls have evolved tremendously over the past 20 years from simple home-grown plywood structures to modern-day molded fiberglass replicas of real rock faces,” explains Brent Quesenberry, Head Route Setter at Peak Experiences Rock Climbing Center in Richmond and designer of the cage and volumes for the Blue Ridge Mountain Sports Boulder Bash. “This system is evolutionary in design, mobility, and flexibility that will test route setters’ imaginations and push climbers’ physical abilities and skill. The angles are steeper than any other competition bouldering wall and smearing is limited to the volumes. Most exciting for spectators is the sport’s first virtually unobstructed 360 degree view of the competitors.”

Ten men and 10 women will compete on 2 routes with a 5-minute break between the routes on Friday evening. The top eight competitors move on to the semi-final round for one route Saturday afternoon. Then, the top six move on to the finals on Saturday night for one last route. Competitors will have five minutes to complete each route. Red Point scoring will be used.

The impressive field of competitors includes Daniel Woods, Paul Robinson, Alex Johnson, and Zach Lerner on the male side and Sasha DiGuilian and Angie Payne on the female side. Local competitive climbers include Kati Peters and Matt Londrey.

Prize Money (Men & Women):

1 st place	\$1,000
2 nd place	\$750
3 rd place	\$400
4 th place	\$250
5 th place	\$100

(More)



Competition Schedule:

Friday, May 13

6 – 7 p.m.	Women's Qualifying (2 routes)
8-9 p.m.	Men's Qualifying (2 routes)

Saturday, May 14

3 – 4 p.m.	Women's Semifinal (1 route)
4 – 5 p.m.	Men's Semifinal (1 route)
6:30 – 7:30 p.m.	Women's Final (1 route)
8 – 9 p.m.	Men's Final (1 route)

About Dominion Riverrock

Dominion Riverrock is the East Coast's premier outdoor lifestyle festival. The fest will boast a unique mix of sports, music and fun, set against the backdrop of Richmond's downtown riverfront. The sports competitions this year include trail running, mountain biking, stand up paddleboarding, kayaking, bouldering, freestyle biking and Ultimate Air Dogs contests. There will also be musical performances from high profile artists such as Big Gigantic, Perpetual Groove, and Yonder Mountain String Band, along with food vendors and exhibits.

For event registration and further event information about Dominion Riverrock 2011, visit www.dominionriverrock.com.

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