



PRESS RELEASE

For Immediate Release
No. 31/11

April 27, 2011

Contact: Jackie Holt
(804) 285-9495 x247

DOMINION RIVERROCK ANNOUNCES RICHMOND TIMES-DISPATCH DIGITAL PHOTO CONTEST

CASH PRIZES AND ACCOLADES UP FOR GRABS

Richmond, VA – Dominion Riverrock, the outdoor adventure sports and river life festival, announced today registration is open for this year's Richmond Times-Dispatch Digital Photography Contest at the 3rd annual festival held May 13-14 in Richmond, Virginia.

All photographers, from beginner to pro, can participate in the contest as long as they use a digital format. They may photograph any Dominion Riverrock personality, competition, activity or venue they choose. Photographers can submit up to five images as jpeg files via email to riverrockphotocontest@gmail.com by midnight Sunday, May 15. Results will be announced Wednesday, May 18 on www.dominionriverrock.com. A panel of judges will be looking for the one overall image that captures the spirit of Dominion Riverrock. Cash prizes beginning at \$500 will be awarded to first, second and third place contestants. The winning photos will also be featured in Active Magazine and displayed on the Dominion Riverrock website.

REGISTRATION: Participants can register online for \$10 at www.dominionriverrock.com until 11:59pm on May 11. On-site registration costs \$15 will be open on Brown's Island until 6pm on Saturday, May 14.

ONSITE CHECK-IN: All photographers must check in with contest officials on Brown's Island on Friday, May 14 from 4pm – 6pm or Saturday, May 15 from 1pm – 6pm to pick up credentials.

Dominion Riverrock is a two-day event celebrating Richmond's vibrant and active river life. 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, climbing, 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 information about Dominion Riverrock 2011, please visit www.dominionriverrock.com.

Event registration is now open for Dominion Riverrock 2011 at www.dominionriverrock.com.

###