

**MEDIA ADVISORY**

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Contact: Jackie Holt  
(804) 285-9495 x247

## **Dominion Riverrock announces sneak preview for Red Bull Canal Crashers on Thursday, May 12 on Brown's Island**

### **Special media opportunities available on-site**

**Richmond, VA** – Dominion Riverrock kicks off with a special sneak preview of Red Bull Canal Crashers on Thursday, May 12 at 5:30 p.m. Red Bull Canal Crashers is an extreme event that has kayakers throwing down tricks, flips and spins as they launch off a 30-foot ramp into the air before landing in the water.

As part of the sneak preview, each athlete will be given **one attempt** to jump off the 30-foot kayak ramp. Prize money will be handed out Thursday evening to the athlete that performs the best trick of the night. Additional prize money will be awarded to those athletes that correctly perform specific tricks including a backflip, corkscrew, flat spin and more.

We welcome you to send photographers, reporters and satellite trucks to Brown's Island between 5:00 p.m. and 7:00 p.m. for this special event. All participants will be available for interviews, including world-famous extreme kayaker and Red Bull athlete, Tao Berman. Berman is also the defending champion from Red Bull Canal Crashers in 2010.

After the preview event has concluded, the ramp will remain open for practice runs to those preparing to compete on Friday and Saturday.

#### **On-site contacts:**

Jackie Holt: (804) 921-6074 / [jackie@sportsbackers.org](mailto:jackie@sportsbackers.org)

Oscar Chow: (267) 974-1428 / [Oscar.chow@us.redbull.com](mailto:Oscar.chow@us.redbull.com)

#### **Access to Brown's Island:**

Crews may enter Brown's Island at the vehicle access bridge near the intersection of **Tredegar and 5<sup>th</sup> St.** The Red Bull Canal Crashers ramp will be set up just above the head gate to the canal.

Please RSVP to Jackie Holt by calling (804) 285-9495 x247 or by e-mailing [jackie@sportsbackers.org](mailto:jackie@sportsbackers.org)

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