



Dominion Riverrock
Richmond, Virginia
May 13–14, 2011

"**Dominion Riverrock** is the East Coast's premier outdoor lifestyle festival, bringing athletes, spectators, musicians, and even dogs to Brown's Island for a two-day festival against the backdrop of Richmond's downtown riverfront. The party begins on Friday with performances by **Big Gigantic** and **Perpetual Groove**, a 5k mud run, and acrobatic kayak and freestyle bike competitions. Then, join in the fun Saturday in high-adrenaline activities both in and around the river – like the James River Scramble 10k trail run, mountain biking, kayaking, Ultimate Air Dogs and much more. The festival culminates with a performance by **Yonder Mountain String Band**. New to the event in 2011 are bouldering and Stand Up Paddleboarding. With additional musical performances, food, exhibits and more, Dominion Riverrock is a must-do for people of all ages."

Green Statement: "In addition to the community outreach and education in the festival's green zone, event organizers will develop and implement a program aimed at reducing the environmental impact of the festival. The greening of Riverrock is paramount given the festival's strong focus on the river and the adjoining park system."

CORE ACTIVITIES for Green Events

- Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:
 - Aluminum cans, plastic bottles, paper, and cardboard
- Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling / composting of food service items disposed of on the premises. This facility pledges that they:
 - Use disposable foodservice items that are recyclable (in your area!)
- Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies – and quantities should be minimized whenever possible! The organizers of this event pledge that they:
 - Use electronic registration, correspondence and forms
- Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:
 - Track overall solid waste costs
 - *Food service*
 - Donate excess food from events

- Use water pitchers to minimize the use of single-use bottles
- Avoid box lunches and serve trays/platters of food instead
- Food grease/waste will be recycled

Restrooms

- Have a contract for environmentally-friendly, portable restrooms
- Purchase recycled-content paper-towels and toilet paper

Logistics

- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Purchase from vendors and service providers with a commitment to the environment

Green Signage. Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on its website to the Virginia Green Events webpage
- Use the Virginia Green logo on signs and on recycling containers

For more information on Dominion Riverrock, see www.dominionriverrock.com or contact Meghan Keogh at Meghan@sportsbackers.org or 804-285-9495.

Virginia Green is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize their impacts on the environment. This event has met the established “core activities” for **Green Events** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen or www.viriniagreentravel.org.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

