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Release Date:
March 18, 2009

NEWS RELEASE

VCATS and *Dream It. Do It. Virginia* to sponsor Concert Stage at Dominion Riverrock Festival May 15-16, 2009

RICHMOND, VA – Dominion Riverrock, Richmond’s newest lifestyle event that will blend music, sports, interactive opportunities and environmental stewardship, will debut at Brown’s Island on May 15-16. The event was announced at a news conference today on Brown’s Island by Richmond Mayor Dwight C. Jones (pictured here) and Dominion Resources Chairman, President and CEO Thomas F. Farrell II.



The Virginia Council on Advanced Technology Skills (VCATS) is excited to be a part of this event as a sponsor in order to promote an economic development effort being launched in Virginia in May called *Dream It. Do It. Virginia*. VCATS Director Sheryl Bryan noted “The inaugural Dominion Riverrock Festival will provide the VCATS initiative a great opportunity to share its workforce development strategy with individuals interested in pursuing exciting careers in advanced manufacturing throughout the Commonwealth.”

“This is a great fit for us to coordinate the full scale launch of *Dream It. Do It. Virginia* and what it has to offer the citizens of Virginia,” commented Alice Scott, Brand Manager of VCATS and coordinator of the *Dream It. Do It. Virginia* campaign. The main goal of *Dream It. Do It. Virginia* is to broaden awareness of opportunities in Virginia in advanced technology careers and attract people to those industries. Through the website www.dreamit-doit.com/Virginia, Virginians will be able to explore opportunities in advanced technology fields via interactive games and videos as well as learn about the educational background and certification opportunities to enter these lucrative careers.

This is a free event for spectators, including all musical performances on the *Dream It. Do It. Virginia* concert stage and the Big Air dog and freestyle bike competitions. Paid entry is required in competitor events such as the Mud Run and the James River Scramble. The festival begins Friday, May 15 with a free performance by nationally acclaimed roots music and world rock band Rusted Root, a Mud Run, a high-flying Big Air dog jumping competition, and an acrobatic freestyle bike competition.

Events continue Saturday, May 16, when athletes from around the region square off in high-adrenaline activities both in and around the river including the James River Scramble trail run, mountain biking, kayaking and more. With additional musical performances, dog and bike competition, food, exhibits and more, Dominion Riverrock is sure to make a splash as Richmond’s premier river event.

The partnership team of Venture Richmond and the Sports Backers will produce the event. This partnership brings two of the region’s major non-profit organizations together to combine their unique qualifications to make this event successful. Dominion is the title sponsor of the event through a grant from its Dominion Foundation philanthropic arm. Other sponsors of Dominion Riverrock include RVA Construction, The Greater Richmond Chamber Foundation and Virginia Tourism Corporation. Full event information, including schedules and registration for individual events can be found at www.sportsbackers.org.

About VCATS

The Virginia Manufacturers Association (VMA) and the Virginia Biotechnology Association (VaBIO) have established a new workforce development organization, the Virginia Council on Advanced Technology Skills (VCATS.) This organization has developed certification and training solutions to the upcoming shortage of advanced manufacturing workers in Virginia. Industry sponsors have worked with VCATS to design, test and implement innovative solutions that will meet Virginia's need for skilled employees. This project is funded in part by a grant awarded under the President's High Growth Job Training Initiative, as implemented by the U.S. Department of Labor's Employment and Training Administration. For more information, please visit: www.vacats.org

About Dream It. Do It.

Dream It. Do It. was developed by the National Association of Manufacturers and its workforce affiliate, The Manufacturing Institute, to help shape and strengthen the next generation of skilled manufacturing talent. The Dream It. Do It. Campaign is a national as well as regional set of actions taken to address the growing shortage of talent and skilled workers in U.S. manufacturing. Since the pilot campaign in Kansas City in 2005, Dream It. Do It. has grown to a network of seventeen regions and/or states across America. *Dream !t Do !t Virginia* is an economic development effort designed to increase local training and employment opportunities in advanced manufacturing and technology industries, to broaden awareness of advanced manufacturing and technology careers, and to attract people to careers in those industries through a state-wide marketing campaign. For more information about Dream It. Do It. Virginia, please visit: www.dreamit-doit.com/Virginia.