

**FOR IMMEDIATE RELEASE:**

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## **ROC THE DAY TOPS \$1 MILLION, MOST DONATIONS IN EVENT'S 10-YEAR HISTORY**

### **505 Nonprofits Benefit from 24-Hour Giving Event**

Rochester, NY - For the tenth year in a row, community members in the Greater Rochester region came together for 24 hours to donate **\$1,054,043** to local nonprofits during ROC the Day, **\$287,764 more** than last year. More than **10,000** individual donations were made on ROC the Day, which is also #GivingTuesday, a global effort to give back during the holiday season. Over the past ten years—in just 240 hours of giving—the nine-county region has raised more than \$8 million during ROC the Day.

“Our community has been challenged like never before and continues to demonstrate a level of generosity that is awe inspiring,” said Jaime Saunders, President & CEO of United Way of Greater Rochester. “We know times are difficult for so many, and our region responds with true heart. What we have seen in the last 24 hours is Rochester at its best, taking care of each other and providing a much needed burst of hope and light during such a time of uncertainty.”

This year, 505 organizations participated in ROC the Day. The event sparked even more donations through two incentives. Every odd hour (1 a.m., 3 a.m., etc.), a lucky ROCstar was randomly chosen to give an extra \$500 to the charity of their choice. Additionally, every two hours (2 a.m., 4 a.m., etc.) the registered organization with the most unique ROCstar donors will receive an extra \$500 bonus. This year’s donations include more than \$210,000 in challenge grants, bonuses and incentives. The popular one-day event is hosted and managed by United Way of Greater Rochester.

Visit [www.ROCtheDay.org](http://www.ROCtheDay.org) for the full list of bonus winners and to see more details about the event.

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