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**Rochester ROC's the Day again**

*More than 500 not-for-profit programs receive year-end boost, thanking generosity of community*

**ROCHESTER, N.Y.** – For the sixth year in a row, community members in Rochester have come together to donate more than **\$747,794** to not-for-profits in just 24 hours through ROC the Day. **7950** individuals donated on #GivingTuesday, a global effort to give back during the holiday season.

“ROC the Day combines the power of technology, collaboration and the deep rooted philanthropy that makes our community strong,” said Juli Geyer, Director of Marketing and Communications at United Way of Greater Rochester. “We are thrilled by the continued support of this effort, and thank our sponsors for their additional incentives and outreach to keep our community’s giving day going strong.”

This year, ROC the Day 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. That adds up to \$6,000 of additional funds to organizations across the nine-county Greater Rochester region. Additionally, the Rochester Area Community Foundation donated an extra \$500 every two hours (2 a.m., 4 a.m., etc.) for each organization that gained the most unique donors.

Over the last 24 hours, thousands of local people shared the event on Facebook and tweeted about ROC the Day on Twitter. [PUT IN ANY INFO ON TRENDING] This year’s ROC the Day had agencies and ROCstars amped up for the event through social media. Agencies submitted [Facts that ROC](#) to promote their organization for ROC the Day, and Al Sigl Center and Healthy Baby Network won \$500 bonuses for participating. XXX donors got the chance to give a non-profit of their choice a \$500 bonus by taking selfies with hand-written signs to tell everyone “This is why I ROC...”. Two winners were selected and gave bonuses to XXXXX and XXXX.

ROC the Day was powered by United Way of Greater Rochester with sponsorship support from Causewave Community Partners, Association of Fundraising Professionals, Genesee Valley Chapter, the City of Rochester, the Council of Agency Executives, Monroe County, and Wegmans. Visit [www.ROCtheDay.org](http://www.ROCtheDay.org) for the full list of sponsors and bonus winners and to see more details about the event.

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