



**FOR IMMEDIATE RELEASE:**

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**9TH ANNUAL ROC THE DAY ROC'S #GIVINGTUESDAY 530 NOT-FOR-PROFIT PROGRAMS BENEFIT FROM 24-HOUR GIVING EVENT**

ROCHESTER, N.Y. – For the ninth year in a row, community members in the Rochester area have come together to donate more than \$766,279 to not-for-profits in just 24 hours through United Way of Greater Rochester's ROC the Day. This includes more than \$232,000 in challenge grants, bonuses and incentives. More than 7,000 individuals in our community donated on #GivingTuesday, a global effort to give back during the holiday season.

ROC the Day is a 24-hour online giving event where individuals donate to not-for-profit organizations that they are passionate about. This year, 530 not-for-profits participated in ROC the Day. 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. 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. That adds up to \$12,000 of additional funds to organizations across the nine-county Greater Rochester region.

**In nine years—just 216 hours of giving—the nine-county region has raised nearly \$7 million through the ROC the Day giving event.**

ROC the Day is powered 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.