



November 29, 2017

**FOR MORE INFORMATION CONTACT:**

Michelle Kraft, Senior Communications Associate  
United Way of Greater Rochester  
(585) 242-6568, (585) 576-6511  
[michelle.kraft@uwrochester.org](mailto:michelle.kraft@uwrochester.org)

**ROC the Day Gets Lucky in 7<sup>th</sup> Year of Giving**

*525 not-for-profit programs receive year-end boost, thanking generosity of community*

**ROCHESTER, N.Y.** – For the seventh year in a row, community members in Rochester have come together to donate more than **\$768,569** to not-for-profits in just 24 hours through ROC the Day. This includes more than \$250,000 in challenge grants, bonuses and incentives. **7,393** total donations were made through ROC the Day on #GivingTuesday, a global effort to give back during the holiday season.

“ROC the Day combines our incredible community spirit with the power of technology for an exciting year-end giving event,” said Juli Geyer, Director of Marketing and Communications at United Way of Greater Rochester. “We are thrilled by the never-ending generosity of the community, and we thank our ROCstar donors, non-profit organizations, and sponsors for their support to keep ROC the 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, Bank of America donated an extra \$1,000 every two hours (2 a.m., 4 a.m., etc.) for each organization that gained the most unique donors.

In seven years—just 168 hours of giving—the nine-county region has raised nearly **\$5.5 million** through the ROC the Day giving event.

ROC the Day is powered by United Way of Greater Rochester with sponsorship support from Envative and Bank of America. Visit [www.ROCtheDay.org](http://www.ROCtheDay.org) for the full list of bonus winners and to see more details about the event.

###