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**8th Annual ROC the Day ROC’s #GivingTuesday**

*Nearly 550 not-for-profit programs benefit from 24-hour giving event*

**ROCHESTER, N.Y. –** For the eighth year in a row, community members in the Rochester area have come together to donate more than **$xxx,xxx** to not-for-profits in just 24 hours through United Way of Greater Rochester’s ROC the Day. This includes nearly $200,000 in challenge grants, bonuses and incentives. **xxxx** individuals 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, 546 not-for-profits participated in ROC the Day, 20 more than in 2017. 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 eight years—just 192 hours of giving—the nine-county region has raised nearly **$6.2 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.

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