



**FOR IMMEDIATE RELEASE:**

April 24, 2019

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**The Summit Federal Credit Union ROC the Taste Food and Music Festival Presented by Tops to Feature Zac Brown Tribute Band and Tribute to Youth Theme**

Rochester, NY – ROC The Taste is coming back to Parcel 5 on Friday, July 26 and Saturday, July 27, 2019. The festival will run from 11:00 am to 11:00 pm both days and admission is free. The festival blends the best of what Rochester has to offer – incredible food, outstanding live music and entertainment. Local restaurants and vendors will be featuring their specialty food items, authentic merchandise, and everything in between.

The Summit Federal Credit Union ROC the Taste is presented by Tops Friendly Markets.

ROC the Taste will have nonstop music for two days. Rochester’s Zac Brown Tribute Band will headline the festival on Saturday night. Also, a local talent showcase featuring youth from across Rochester will be held on the main stage on Saturday from 11:00 am-2:00 pm.

Festival goers will have the chance to try delicious items from local eateries for only \$1. Several new restaurants and vendors have signed on for the 2019 festival and many fan favorites from the inaugural event will be returning. New this year, ROC the Taste will feature a craft beer area where attendees can sample “a taste” of some of the best New York State craft beers for only \$1. Representatives from the breweries will be onsite throughout the weekend to talk about the brews.

ROC the Taste weekend has been named a “Tribute to Youth” to spotlight the event’s two charitable beneficiaries, Villa of Hope and Center for Youth. The Summit, Tops, and other sponsors and vendors will be working with the festival to raise money for these organizations all weekend long. All proceeds from activities at both The Summit’s tent and the Tops tent will be donated to the charities.

“Last year’s ROC the Taste exceeded our expectations in every way, and this year’s will be even better,” said Cheryl Pohlman, Vice President of Marketing and Community Relations for The Summit. “A big part of what we do at The Summit is supporting organizations that strengthen our community. We’re really looking forward to raising significant funds for Villa of Hope and Center for Youth.”

“We are very pleased to be the presenting sponsor for the second year for ROC the Taste,” said Kathleen Allen, senior manager of community relations for Tops Friendly Markets. “As the neighborhood grocery store serving the Rochester community, we truly feel this is the right place to showcase our products while at the same time philanthropically supporting two great local charities.”

“We are so excited to bring back ROC the Taste to Parcel 5,” said Galaxy Media chief operating officer, Carrie Wojtaszek. “Rochester has amazing food and amazing music- and we can’t wait to showcase it! We’re also thrilled to be recognizing two great charities at this year’s event. We’d like to thank The Summit Federal Credit Union and Tops Friendly Markets for their support. With help from our sponsors, we’re able to bring this amazing event back to Rochester!”

#### ***About The Summit Federal Credit Union***

Founded in 1941, The Summit Federal Credit Union is a not-for-profit, member-owned, full-service financial cooperative. With approximately \$900 million in assets, The Summit has over 230 employees and provides a full range of affordable financial products and services to approximately 85,000 active members in Central and Western New York. For more information, visit [www.summitfcu.org](http://www.summitfcu.org).

#### ***About TOPS Friendly Markets***

Tops Markets, LLC is headquartered in Williamsville, NY and operates 159 full-service supermarkets with five additional franchise stores and is the largest private, for-profit employer in Western New York. As a leading grocery retailer in New York, northern Pennsylvania, and western Vermont, and with the support of 14,000 associates, our core mission is to help our communities flourish. We support programs that seek to eradicate hunger and disease; promote the education of our youth; and to ensure we reduce environmental waste and energy consumption while providing our customers with sustainably sourced, high quality products. For more information, visit [www.topsmarkets.com](http://www.topsmarkets.com)

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