



November 4th, 2019

Checks from ROC the Taste to be Presented to Center for Youth and Villa of Hope

FOR IMMEDIATE RELEASE, Rochester, NY – The Summit Federal Credit Union ROC the Taste, a free-to-attend food and music festival held July 26th & 27th this summer, raised thousands of dollars for the event’s two beneficiaries.

Checks of money collected by both The Summit and Tops Friendly Markets at the event will be presented at 2:30pm on Thursday, November 7th at The Summit’s Brighton Branch, 1600 Monroe Avenue, Rochester. Event beneficiaries Center for Youth and Villa of Hope will each receive a check for \$3500, a total donation of \$7000. As title sponsor, The Summit raised money through activities at their tent as well as by donating ATM fees. Presenting sponsor Tops donated all proceeds from food and beverages sold at their tent.

The weekend of ROC the Taste was referred to as a “Tribute to Youth” to draw attention to Villa of Hope and Center for Youth.

“The Summit is committed to Rochester and those who live here, including our youth,” said Cheryl Pohlman, Vice President of Marketing and Community Relations for The Summit Federal Credit Union. “Through ROC the Taste, we were able to raise money for Center for Youth and Villa of Hope, two organizations that help and empower our community’s young people to emerge from some dire circumstances.”

“We thank everyone for stopping by our tent to help us support Center for Youth and Villa of Hope,” said Kathleen Allen, Senior Manager of Community Relations for Tops Friendly Markets. “With your help, Tops contributed approximately \$4,000 of the \$7,000 raised to these worthy causes.”

“We were so excited to bring ROC the Taste back to Rochester for a second year,” said Carrie Wojtaszek, Chief Operating Officer for event producer Galaxy Media. “Both The Summit and Tops are amazing partners. Not only did they help to underwrite this great community festival, but they are always forward-thinking regarding ways that they can give back.”

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 \$1 billion 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 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 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

###

Contact: Carrie Wojtaszek , 315.471.9597 or carrie@galaxyeventscompany.com