



Eight Hours at ROC the Taste

There's a new festival in town. Bonus: it's free to attend.

The Summit Federal Credit Union ROC the Taste will celebrate Rochester's own food and music for two days, July 27th and 28th from 11 am to 11pm. The festival will take over Parcel 5 downtown with live music from local bands and tastes from some of Rochester's favorite restaurants. The Summit is ROC the Taste's title sponsor, with Tops Friendly markets as a presenting sponsor. The whole shebang is organized by Galaxy Events.

This is no chance alliance. The Summit, as well as Tops, has teamed up with Galaxy Events on other festivals, perhaps most notably Taste of Syracuse, which over the course of a single weekend this June brought an estimated 225,000 people to downtown Syracuse.

ROC the Taste isn't anticipating numbers like that its first year. However, growth is in the plan as ROC the Taste aims to be a true community event that brings people downtown, celebrates local cuisine and music and support community organizations. To that end, ROC the Taste has designated July 27th and 28th as "Warrior Weekend," with all proceeds from activities at The Summit's tent and at the Tops tent to benefit Wilmot Cancer Center and Honor Flight Rochester.

Although the festival runs from 11 am-11 pm each day, we've put together the following afternoon-to-evening timetable of suggestions for getting the full ROC the Taste experience:

3:00 pm Swing by The Summit Federal Credit Union's tent for an event map. Try to win cash, gift cards and other prizes by spinning the wheel for charity. And feel free to chat up representatives of Wilmot Cancer Institute and Honor Flight Rochester. All proceeds from the wheel and the "bags for a buck" go directly to the organizations.

3:35 pm Walk around Parcel 5 to take in the various scents of culinary creations. At \$1 a taste, you can try several. Stop by either of the two stages to discover a local band.

5:10 pm Try some savory tastes, or find one restaurant you're in like with, and order a full-sized plate. Tops will also have a buffet along with its own charity wheel. Relax and recharge both your mobile device and yourself back at The Summit's tent.

6:20 pm Let the kids work off some steam at the Kids Play Zone. Then share a \$1 pint of ice cream at Vice Cream. Founded by a cancer survivor, Vice Cream is donating all its ROC the Taste proceeds to Wilmot Cancer Institute.

7:00 pm Find a place in front of the main stage to see the main stage headliner. Be sure to grab a joe at Glen Edith Coffee Roasters so you can groove until 11. If you've won VIP passes from either The Summit or Tops, take a selfie from the front row. Be sure to use Roc the Taste's Snapchat filter.