

Spreading Joy Across Rochester: Share Some ROC Love Returns for sixth Season

Holiday giveaways feature local favorites, new partners, and even bigger surprises

Rochester, NY – November 28, 2025 (Black Friday): Now in its sixth season, [Share Some ROC Love](#) (SSRL) is back to brighten Rochester with hidden gift baskets, online giveaways, and creative collaborations that spotlight the people, makers, and small businesses that make our city special.

“Share Some ROC Love started with a single hidden gift card in a park,” said founder Amy Button. “Now it’s a citywide celebration of local pride, creativity, and generosity. Every year, the community shows up in the most amazing ways.”

2025 Highlights

- **Weekly hidden gift baskets** filled with local items and surprise themes
- **Online giveaways** all season long
- **In-person pop-up event at Abode Rochester on Dec. 14**, featuring a gift-card hunt and shop-local experience
- **Collaborations** with small businesses, artisans, and community influencers
- **Fan-favorite themes** including Buffalo Bills, Pets, Family Fun, Coffee Lovers, Self Care, and ROC Love

NEW FOR 2025: Community Partnership with The Free Art Collective

This year, SSRL is partnering with [Free Art Collective](#), a Rochester organization that removes financial barriers to creativity by providing free art supplies, workshops, and citywide art initiatives. Their mission aligns perfectly with SSRL’s focus on celebrating Rochester’s makers and creative spirit.

Throughout the season, the community can support Free Art Collective through donation boxes around the city or via an online wishlist.

“We’re honored to be the first official community partner for Share Some ROC Love,” said Gabrielle Peck, founder of Free Art Collective. “Every donation puts creativity and opportunity directly into the hands of local artists.”

For Local Donors & Supporting Businesses

Local shops and creators play a huge role in making each season possible. Businesses can donate items, gift cards, or experiences and will be featured across SSRL’s website, social media, and seasonal content.

“This initiative shows what happens when community and creativity come together,” Button said. “Every basket hidden or giveaway shared connects people to the businesses and neighborhoods that make Rochester shine.”

Follow Share Some ROC Love on Instagram and Facebook for clues, drop updates, and behind-the-scenes moments all season long.

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