



# News Release

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## ADA Camp Aspire Presents ROC the Riverway at Blue Cross Arena

**ROCHESTER, NY. (January 21, 2025)** – American Diabetes Association® (ADA) Camp Aspire is proud to present **ROC the Riverway** with the Rochester Americans (Amerks) on Friday, January 31.

The Amerks will take on the Syracuse Crunch at 7:05 p.m. at Blue Cross Arena in an exciting event that will raise awareness and support for ADA Camp Aspire, a week-long overnight camp that provides invaluable experiences for children living with diabetes.

In partnership with the Rochester Rotary Sunshine Camp, Camp Aspire hosts more than 100 campers aged 8–17, offering a wide range of activities from rock climbing and ziplining to field sports, boating, fishing, swimming, and archery. Campers get to explore new adventures all while learning the critical skills needed to thrive with and manage their diabetes. Since 1949, the ADA has hosted thousands of children living with diabetes and their families across the country, offering a unique blend of adventure, education, mentorship, and fun.

“The support of the community means the world to us. Our goal is to help as many children as possible living with diabetes experience our life-changing ADA camps,” said Jeff Collins, the ADA’s executive director in Upstate New York.

On game night, the Amerks will wear Rochester-inspired specialty jerseys, which will be up for auction the week of the game. ROC the Riverway is made possible by sponsor Sanofi, with proceeds benefitting Camp Aspire.

For more information about Camp Aspire and the ADA, please visit [diabetes.org](https://diabetes.org).

Media interested in learning more about ROC the Riverway or Camp Aspire can email [press@diabetes.org](mailto:press@diabetes.org).

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### About the American Diabetes Association

The American Diabetes Association (ADA) is the nation’s leading voluntary health organization fighting to end diabetes and helping people thrive. For 84 years, the ADA has driven discovery and research to prevent, manage, treat, and ultimately cure diabetes. There are 136 million Americans living with diabetes or prediabetes. Through advocacy, program development, and education, we’re fighting for them all. To learn more or to get involved, visit us at [diabetes.org](https://diabetes.org) or call 1-800-DIABETES (800-342-2383). Join the fight with us on Facebook (American Diabetes

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