



For Immediate Release: August 20, 2026

Media Contact: Brendan O’Riordan, Brendan.O’Riordan@rcsdk12.org, 585-353-6390

RCSD Back-to-School Jam

Who:

All RCSD students, families, and staff

What:

Back-to-School Jam

When:

Saturday, August 22, 2026, 11 a.m. – 2 p.m.

Where:

Loretta Johnson Middle School
200 Genesee Street
Rochester, NY 14611

Details:

The Rochester City School District will host its annual Back-to-School Jam to help local students and families prepare for a successful school year. The community celebration offers free backpack and school supply giveaways, family activities, food, and direct access to District and community resources. The event is designed to be fun, welcoming, and engaging for all who participate.