



Adirondack Winery ‘Drink Pink’ Campaign to Raise \$6,500+ for Breast Cancer Services

The local winery will donate a portion of its sales for October to the Adirondacks Chapter of the American Cancer Society’s Making Strides Against Breast Cancer

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LAKE GEORGE, N.Y. (October 2018): [Adirondack Winery](http://AdirondackWinery.com) is proud to announce the kickoff of its 6th annual [“Drink Pink” fundraising campaign](#). The campaign, which runs through October, will raise more than \$6,500 to benefit the local [Adirondacks Chapter of the American Cancer Society’s “Making Strides Against Breast Cancer.”](#)

“Breast cancer has touched so many lives in our community, including so many of our customers, employees, friends and their family members,” said Sasha Pardy, co-owner and president of the Adirondack Winery. “By raising money for this important cause, we hope to help everyone impacted by breast cancer in our region and show those who have been diagnosed with this terrible disease that they are not alone.”

The fundraising pledge is Adirondack Winery’s largest to date and part of its commitment as the Flagship Sponsor of the [“Making Strides Against Breast Cancer 3K Walk,”](#) which takes place on Sunday, October 28 at Cool Insuring Arena in Glens Falls. The winery invites anyone who would like to participate to walk with its team and help raise money for Making Strides. Last year, Adirondack Winery was the walk’s top fundraiser with \$6,000 donated and it hopes to lead the pack again this year.

In addition to walk donations, the winery raises money through sales of its [“Drink Pink Berry Breeze”](#) wine. This strawberry, raspberry and blueberry-infused, semi-sweet rosé is one of the company’s most popular wines and for the month of October it is wrapped in a special label that features a breast cancer ribbon and pink Adirondack chair. The winery will donate \$4 for every bottle of Drink Pink Berry Breeze sold through the end of October. It will also donate a portion of sales of the [new pink wine accessories and gifts](#) sold in its Tasting Rooms for the duration of the campaign. The wine and accessories can be purchased at the Adirondack Winery Tasting Rooms at [285 Canada St. in Lake George](#) and [4971 Lake Shore Drive in Bolton Landing](#) or online at adirondackwinery.com/drinkpink.

The largest portion of the Winery’s fundraising will be generated during [“Drink Pink Weekend”](#) at the Tasting Rooms Friday, October 12th to Sunday, October 14th. Those who visit the Tasting Rooms that weekend can enjoy FREE wine samples, wine cocktails, games and raffles for prize baskets worth more than \$1,500! There will also be a special pink-themed Ultimate Wine Tasting that features pink chocolates and cheeses as well as a sample of seven wines, a premium dessert wine and more.

New this year, the Winery is also hosting [FOUR Drink Pink Uncork & Craft events](#) at its Tasting Rooms, where guests can sample 10 wines, enjoy a light local food spread, and craft all evening with friends. Events include wine glass painting and wine glass candle making and guests will go home with two custom wine glasses that they will personally fill or paint. Tickets for these events can be purchased at adirondackwinery.com/tickets.

“At the American Cancer Society, we’re proud to partner again with Adirondack Winery to help increase breast cancer awareness in the area and raise funds to hopefully make this cancer’s last century,” said Jeff Winters, senior manager of community management at the American Cancer Society.

To learn more about the Adirondack Winery’s Drink Pink fundraising campaign, go to adirondackwinery.com/drinkpink.



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ABOUT ADIRONDACK WINERY:

Adirondack Winery opened in 2008 as the region's first winery. Winemaker/ CEO, Michael Parady, creates the winery's wide selection of wines, which have won more than 180 medals at competitions to date. Adirondack Winery's wine labels (created by President Sasha Parady) serve as a beautiful representation of Lake George and the Adirondacks, featuring artistic photographs of the gorgeous landscapes and landmarks of the region. Adirondack Winery's wine making facility is in Queensbury, N.Y. and its Tasting Rooms are located at 285 Canada Street in Lake George and 4971 Lake Shore Drive in Bolton Landing, NY. Adirondack Winery's wines are available for sale at its Tasting Rooms and Headquarters; through its online store with shipping to 35 states; at +/- 400 wine stores and restaurants in Upstate New York; and at wine festivals & fairs throughout New York. Adirondack Winery is also the presenter of the Adirondack Wine & Food Festival, held June 23rd & 24th at Charles R. Wood Festival Commons in Lake George.

DRINK PINK
6th Annual Fundraiser

Calendar of Events

- Uncork & Craft: *Wine Glass Candle Making*
10/5 Fri. (6-8p) at the Bolton Landing Tasting Room
- Uncork & Craft: *Wine Glass Painting*
10/12 Fri. (7-9p) at the Lake George Tasting Room
- Drink Pink Weekend: *FREE Wine Tasting, Drink Pink Cocktail, Games, Raffles & More!*
10/12 - 10/14 (Fri-Sun) at Lake George & Bolton Landing
- Uncork & Craft: *Wine Glass Candle Making*
10/19 Fri. (7-9p) at the Lake George Tasting Room
- Uncork & Craft: *Wine Glass Painting*
10/26 Fri. (7-9p) at the Lake George Tasting Room
- Walk with Us! *Making Strides Walk*
10/28 Sun. (12p) at the Cool Insuring Arena, Glens Falls

ADKWinery.COM/DRINKPINK
for Tickets & More Info!

DRINK PINK! Berry Breeze
\$4 from EVERY BOTTLE DONATED!
Find at our Tasting Rooms or AdkWinery.com/DrinkPink

DRINK PINK! Mixed Berry Infused
Light & Fruity

MAKING STRIDES Against Breast Cancer®
Donate or join the Adirondack Winery team!
main.acevents.org/goto/AdkWineryDrinkPink