



## For Immediate Release

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## PRESS RELEASE

### **ADIRONDACK WINERY SETS \$15,000 FUNDRAISING GOAL FOR 10<sup>TH</sup> ANNUAL DRINK PINK FUNDRAISER**

Local winery will donate to Making Strides Against Breast Cancer of the Adirondacks through the sale of rose wine, raffle baskets, special events, and more now through Breast Cancer Awareness Month in October!

*(Queensbury, NY)* – Adirondack Winery, the North Country’s largest producer of craft wines, has announced a \$15,000 fundraising goal for its 10<sup>th</sup> Annual “Drink Pink” breast cancer awareness fundraiser.

A portion of sales from all business units September 16 to October 31 will be donated to the American Cancer Society’s Making Strides Against Breast Cancer of the Adirondacks. Last year, with the support of its customers, employees, and friends, the winery raised \$14,800 for this incredible organization, which provides local breast cancer patients with support services as they battle the disease.

To celebrate the 10<sup>th</sup> year of Drink Pink, Adirondack Winery kicked things off with an event on September 16 at their new Queensbury Tasting Room event space. Together with Making Strides, Adirondack Winery celebrated with pink cocktails and charcuterie, candle making, painting, a flower truck, prizes, and more. Attendees were able to sign up for the walk, learn about the mission of Making Strides, and take part in fun activities. All proceeds from the event were donated to Making Strides.

“In the ten years that we have done this fundraiser, I have spoken with so many customers and employees who have had their lives directly impacted by breast cancer,” said Adirondack Winery President & Co-Owner Sasha Pardy. “Beyond giving us an opportunity to raise money for a very worthy cause, Drink Pink is our chance to rally behind those in our community who need our support, to let them know we’re in their corner.”

During its Drink Pink campaign, Adirondack Winery will offer a variety of specialty products that will help support the fundraiser. This includes its limited edition “Drink Pink Berry Breeze” wine. This special version of its popular mixed berry rosé is given a pink cap and label only available during the fundraiser.

The winery is hosting three crafting events during Drink Pink at its brand-new Queensbury Tasting Room in October including two candle-making classes with Wax ‘n’ Wix and a funny wine sayings sign painting class. All the proceeds from these events will be donated to the cause.

The winery will also sell raffle tickets throughout the campaign for over \$1,500 in prizes, including wine, accessories, and gift cards from Lake George area businesses, and more.

The Drink Pink campaign will culminate with the Making Strides Against Breast Cancer of the Adirondacks walk at City Park in Glens Falls on Sunday, Oct. 23.

“The American Cancer Society is so grateful for the ongoing support of Adirondack Winery as a flagship sponsor for the Making Strides Against Breast Cancer of the Adirondacks event,” said Nick Liporace, Senior Development Manager for the American Cancer Society. “They continually raise the bar and strive to be the number one fundraising team. I have no doubt they will reach their goal of \$15,000 this year.”

Guests are encouraged to visit Adirondack Winery any day in the month of October to help support the fundraiser. Adirondack Winery has Tasting Rooms in both Lake George and Queensbury (current hours & directions available at [adkwinery.com/locations](http://adkwinery.com/locations)). Those unable to make it to the Tasting Rooms can support the fundraiser online at [adkwinery.com/drinkpink](http://adkwinery.com/drinkpink)

Adirondack Winery would also like to thank the sponsors of its Drink Pink Fundraiser, including those who generously donated to its more than \$1,500 in raffle basket prizes. Those partners include Wax ‘n’ Wix, Lake George Steamboat Company, the Boardwalk Restaurant, Holiday Inn Express Lake George, Barkeater Chocolates, The Queensbury Hotel, The Great Escape Lodge, and The Log Jam Restaurant.

To learn more about Adirondack Winery’s Drink Pink fundraising campaign, go to [adkwinery.com/drinkpink](http://adkwinery.com/drinkpink)

#### **About Adirondack Winery:**

Founded by Sasha & Michael Pardy in 2008, Adirondack Winery is recognized as one of the most celebrated and acclaimed wineries in New York state. To craft their 35+ fruit-infused and traditional varietal wines, they source their grapes from all over New York State. Adirondack Winery's Original Tasting Room is located at 285 Canada Street in Lake George and remains a top attraction, welcoming over 60,000 visitors annually to enjoy wine tasting sessions and purchase wine at retail. in

May 2022, they opened a brand new, multi-million Tasting Room and Wine Making facility at 395 Big Bay Road in Queensbury, with the capacity to grow to a 50,000-case winery. At this new location, they offer tours, wine tasting experiences, wine by the glass, charcuterie boards, cocktails, a patio, and a private event space overlooking the winery. The business prides itself on turning wine learners into wine lovers and focuses on working with other local small businesses as much as possible.

Adirondack Winery wines can be found in over 450 New York liquor stores and are available for purchase 24/7 at [adkwinery.com](http://adkwinery.com).

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