



Adirondack Winery Drink Pink Campaign Raises \$8,000 for Adirondacks Chapter of Making Strides Against Breast Cancer

6th Annual Fundraiser Exceeds Goal by \$1,500; Record-High Donation Will Provide Life-Saving Services and Helpful Resources to Breast Cancer Patients and Their Families

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LAKE GEORGE, N.Y. (November 2018): [Adirondack Winery](#) is thrilled to announce it has raised \$8,000 for the Adirondacks Chapter of [Making Strides Against Breast Cancer](#). The local winery raised its record-high donation throughout the months of September and October as part of its [6th annual Drink Pink fundraising campaign](#). Adirondack Winery was this year’s local flagship sponsor for Making Strides and ranked as the No. 1 fundraising team for the second year in a row.

“Our Drink Pink fundraiser has grown every year thanks to participation from our customers and employees, who consistently show how much it means to them to help those suffering from breast cancer and their families,” said Sasha Parody, co-owner and president of Adirondack Winery. “Once again, we surpassed our fundraising goal and we hope our donation will help provide necessary care and services to those in need.”



Adirondack Winery began the fundraiser with a goal of raising \$6,500. The winery pledged to donate portions of its [wine sales](#), [wine gifts & accessories](#), tasting room event tickets, and more. The winery donated \$4 for every bottle sold of its Drink Pink [Berry Breeze](#) wine, a semi-sweet mixed berry-infused rose, and its Drink Pink [Berry Blush](#) wine, a raspberry-infused semi-sweet rose (*over 1,000 total bottles were sold!*). Additional funds were raised through ticket sales for its Drink Pink Uncork & Craft events, a collaboration with local artisans [Wax ‘n’ Wix](#) and [ADK Creative Works](#). The winery also donated all proceeds of tickets sold for raffle baskets generously donated by several local businesses totaling \$1,600 in value.

The \$8,000 donation is a new record for Drink Pink, topping the \$6,000 raised in 2017. Adirondack Winery celebrated with its team at the Making Strides Against Breast Cancer 3K Walk, which stepped off at the Cool Insuring Arena in Glens Falls on Oct. 28. An astounding \$77,000 was raised by the local Making Strides chapter by hundreds of team members and local businesses.

“We are so appreciative of the partnership and support of Adirondack Winery,” said Loretta Hackney, Community Development Manager for the American Cancer Society. “The 6th annual Drink Pink fundraising campaign has exceeded its goal and previous fundraising totals and will ensure that the American Cancer Society can continue to provide 24/7 support to those impacted by breast cancer and to fund groundbreaking research to help us realize the day when breast cancer is no more.”

Adirondack Winery looks forward to hosting its 7th annual Drink Pink fundraiser next year beginning Sept. 15, 2019 and running throughout the month of October.

Adirondack Winery would like to thank its raffle ticket partners, including: [Lake George Steamboat Co.](#), [The Fun Spot](#), [Waterfront Living](#), [Lake George Bar Crawl](#), [Fort William Henry Resort](#), [Adirondack Brewery](#), Creations by DM, [Adirondack Life Magazine](#), [Country Inn & Suites Queensbury](#), Regal Cinema Crossgates, [Oenophilia](#), [Lake George Olive Oil Co.](#), [Martha’s Dandee Crème](#), [Lake George Distilling Company](#), [The Log Jam Restaurant](#), [Serendipity Boutique](#) and [Bolton Boat Tours](#).

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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.

ABOUT MAKING STRIDES AGAINST BREAST CANCER:

The American Cancer Society's [Making Strides Against Breast Cancer](#) walks raise awareness and funds to save lives from breast cancer. Each event is a noncompetitive 3- to 5-mile walk that brings people together to make a difference for everyone who has been touched by breast cancer. The events raise money to fund innovative research, provide free information and support, and to help people reduce their breast cancer risk or find it early when it's most treatable.