



## Adirondack Winery Raises \$10K+ for Local Breast Cancer Services & Programs

*The winery raised \$2,200 more than its \$8,500 fundraising goal thanks to contributions from the community, its team and the sale of its Drink Pink Berry Breeze*

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**LAKE GEORGE, N.Y. (November 2019):** Adirondack Winery is thrilled to announce that its 7<sup>th</sup> Annual Drink Pink fundraiser has resulted in a \$10,736 donation to the American Cancer Society’s Making Strides Against Breast Cancer of the Adirondacks.

The winery set an \$8,500 goal when its fundraiser began Oct. 1<sup>st</sup>. The funds will be used to provide life-saving treatment and programs for local residents who have been affected by breast cancer.

“The response to this year’s fundraiser was incredible,” said Sasha Parady, co-owner and president of Adirondack Winery and organizer of the 6<sup>th</sup> annual Adirondack Wine & Food Festival June 27<sup>th</sup> & 28<sup>th</sup> in Lake George. “Our customers – whether they have been personally touched by breast cancer or not – really rallied behind this cause and because of them we were able to make our biggest donation yet to this incredibly worthy cause.”

Adirondack Winery raised money in a variety of ways, including donating \$4 for every bottle of its Drink Pink Berry Breeze, which this year featured a pink cap donated by Waterloo Container. The winery sold 1116 bottles of this specialty wine during its campaign – another record. The winery also donated \$5 for every Ultimate Wine Tasting for 2 it sold in October, 25% of pink accessory sales and \$10 for every ticket it sold to its Uncork & Craft wine and crafting nights at its Lake George Tasting Room.



The winery also donated 100% of proceeds generated by sales of its raffle basket tickets. The raffle baskets – 5 in total – were full of \$2,000 in prizes from Lake George’s most popular stores & attractions, including: [Grandstand Merchandise](#), [Wax ‘n’ Wax of Lake George](#), [Lake George Steamboat Company](#), [Fort William Henry Hotel & Conference Center](#), [Adirondack Pub & Brewery](#), [The Huddle Kitchen & Bar](#), [Pirate’s Cove Mini-Golf](#), [Creations by DM](#), the [Log Jam Restaurant](#), [Holiday Inn Lake George](#), [Lake George Distilling Co.](#), [Serendipity Boutique](#), [Adirondack Extreme](#), [Barkeater Chocolates](#), [Country Inn & Suites Queensbury](#), [The Fun Spot](#), [Lake George Olive Oil Co.](#), [Adirondack Life Magazine](#), [Martha’s Dandee Creme](#), [Waterfront Living](#), [Grandstand Drinkware & Apparel](#) & [Making Strides Against Breast Cancer](#).

Winery customers also donated nearly \$1,300 directly to the team’s Making Strides fundraising team.

The campaign culminated in the Making Strides 3K on Sunday, Oct. 27<sup>th</sup> in Glens Falls and the winery made its final donation for this year’s campaign on Saturday, November 2<sup>nd</sup>.

“In their 7<sup>th</sup> year of partnering with the American Cancer Society through Making Strides, Adirondack Winery has once again gone above and beyond,” said Annemarie Dillion, Senior Manager of Community Development at the American Cancer Society. “Their outstanding support allows us to offer more rides to treatments, more wigs, more free lodging and more hope to those affected by breast cancer. We are so very grateful for their ongoing commitment to the fight against breast cancer.”

Since Adirondack Winery began its Drink Pink campaign in 2013, the winery has raised \$38,100 for Making Strides.

For more information on this year’s Drink Pink fundraiser, please go to [adkwinery.com/drinkpink](http://adkwinery.com/drinkpink)



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**ABOUT ADIRONDACK WINERY:**

Adirondack Winery opened in 2008 as the region’s first winery. Winemaker/ CEO, Michael Pardy, 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 Pardy) 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 27<sup>th</sup> & 28<sup>th</sup> at Charles R. Wood Festival Commons in Lake George.