



For Immediate Release  
November 4, 2021  
Media Contact: Roberto Cruz  
(518) 668-9463 ext. 20  
[roberto@adirondackwinery.com](mailto:roberto@adirondackwinery.com)

## PRESS RELEASE

### ADIRONDACK WINERY RAISES \$14,800 FOR BREAST CANCER SERVICES 9<sup>th</sup> Annual Drink Pink Fundraiser Sets Record Donation Total for Making Strides Against Breast Cancer of the Adirondacks

*(Lake George, N.Y.)* - Adirondack Winery is proud to announce a record setting 9<sup>th</sup> annual Drink Pink breast cancer awareness fundraiser. As a result of the campaign, Adirondack Winery raised over \$14,800 for Making Strides Against Breast Cancer of the Adirondacks.

During the month of October, a portion of every purchase made at Adirondack Winery was donated to Making Strides. With the support of its customers, the winery was able to raise nearly \$3,000 more than the initial \$12,000 goal it set in September.

"We are once again honored to be the top fundraiser of our local Making Strides celebration," said Adirondack Winery President and Co-Owner Sasha Pardy. "This disease has touched far too many people and our Drink Pink fundraiser gives us an amazing opportunity to give back to our community and support this incredible organization."

Adirondack Winery was the Flagship sponsor of the local Making Strides event in Glens Falls on Sunday, Oct. 24. Together, dozens of teams raised \$50,000 for Making Strides Against Breast Cancer of the Adirondacks.

Making Strides is an event held across the country, organized by the American Cancer Society.

Over the past nine years, Adirondack Winery has raised over \$80,000 for Making Strides Against Breast Cancer of the Adirondacks during its Drink Pink fundraiser.

Adirondack Winery raised funds this year in a variety of ways, including the sale of over 1,100 bottles of its Drink Pink Berry Breeze, a limited-edition version of its mixed berry rosé that has a pink cap and label. Much of the donation was also raised via the sale of raffle tickets, for wine, accessories and prizes generously donated by winery partners and supporters.

The winery also held two Uncork and Craft Events where attendees could enjoy wine glass candle making with Wax 'n' Wix and wine glass painting with Adirondack Sip and Canvas.

Next year's 10<sup>th</sup> annual Drink Pink Fundraiser will also be its biggest one yet as the winery is currently expanding its Queensbury Winemaking Facility and building a new Tasting Room there.

The new 14,000 square foot facility will include outdoor seating, wine by the glass, winery tours, a private room for the fundraiser's crafting events and so much more.

Adirondack Winery is incredibly grateful for its employees and customers who made this record-breaking fundraiser possible. The winery would also like to thank the Drink Pink sponsors including [Waterloo Container](#), [True Brands](#), [Wax 'n Wix](#), [American Oak Distillery](#), [Lake George Steamboat Company](#), [Boardwalk Restaurant](#), Creations by DM, [Holiday Inn Express Queensbury](#), [Barkeater Chocolates](#), and [The Log Jam Restaurant](#).

To learn more about the success of this year's Drink Pink visit [adirondackwinery.com/drinkpink](http://adirondackwinery.com/drinkpink)

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

Founded by lifelong lovers of the Adirondacks, Mike and Sasha Pardy, Adirondack Winery is recognized as one of the most celebrated and acclaimed wineries in New York state. They offer over 30 fruit-infused and traditional varietal wines and their Tasting Rooms in Lake George, Bolton Landing and Queensbury are frequently listed as top attractions to visit in the Lake George region. 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). We hope you'll come see us soon and bring a taste of the Adirondacks home with you!

For more information, as well as photos and logo downloads, please go to [adkwinery.com/media](http://adkwinery.com/media)

###