



Adirondack Winery Sets \$12,000 Fundraising Goal for Its 9th Annual ‘Drink Pink’ Campaign

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

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LAKE GEORGE, N.Y. – Adirondack Winery, the Lake George region’s largest producer of craft wines, has announced a \$12,000 fundraising goal for its 9th annual Drink Pink breast cancer awareness fundraiser.

A portion of nearly all sales from Oct. 1 to 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 \$11,000 for this incredible organization, which provides local breast cancer patients with support services as they battle the disease.

“In the nine years that we have done the 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. We do this for them.”



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 caps were generously donated by Waterloo Container, a family-owned wine packaging provider in Waterloo, New York.

In addition to the specialty wine, Adirondack Winery will have a pink version of its popular ADK Foodie Plate available at its Tasting Rooms. The plate will be available with any wine tasting during the month of October. It features locally made cheese, chocolates, crackers, marshmallows and more, many of which are infused with Adirondack Winery wines.

The winery is hosting three crafting events during Drink Pink. Two of the events are outdoor candle making events at Adirondack Winery’s Queensbury Headquarters, done in partnership with Wax ‘n’ Wix of Lake George. The other will be a wine glass painting event at Adirondack Winery’s Bolton Landing Tasting Room with Sip & Canvas of Glens Falls. Tickets to all three events are available at adkwinery.com/tickets while supplies last. \$10 for every ticket sold will be donated to Making Strides.

The winery will also sell raffle tickets throughout the campaign for over \$1,000 in prizes, including wine, accessories, gift cards to 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. The walk begins at 10 am on Sunday, Oct. 24.



“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 \$12,000 this year.”

Guests are encouraged to visit Adirondack Winery any day in the month of October to help support the fundraiser. Adirondack Winery has three locations in Lake George, Bolton Landing & Queensbury (current hours & directions available at adkwinery.com/locations). Those unable to make it to the Tasting Rooms can support the fundraiser online at 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 \$1,000 in raffle basket prizes. Those partners include: Waterloo Container, True Brands, Wax ‘n’ Wix, American Oak Distillery, Lake George Steamboat Company, the Boardwalk Restaurant, Creations By DM, Holiday Inn Express Queensbury, Barkeater Chocolates, and the Log Jam restaurant.

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

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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. We hope you’ll come see us soon and bring a taste of the Adirondacks home with you! Adirondack Winery is also the presenter of the Adirondack Wine & Food Festival, held June 25th & 26th at Charles R. Wood Festival Commons in Lake George.