



Adirondack Winery Encourages “Drink Pink” to “Make Strides” Against Breast Cancer

Local Winery aims to raise \$4,000+ with “Drink Pink” Wine & Fundraising Events benefitting the Warren County Chapter of Making Strides Against Breast Cancer

LAKE GEORGE, N.Y. (October 2016): Adirondack Winery is pleased to announce the commencement of its fourth annual “Drink Pink & Make Strides” campaign. Adirondack Winery has teamed up with the Warren County Chapter of the American Cancer Society’s “Making Strides Against Breast Cancer” to bring its customers, employees, friends and families together in one united cause. “We hope to play a small part in raising awareness and contributing to a world without breast cancer; a disease that has affected so many people right in our own community,” said Sasha Pardy, Co-Owner & President of the Winery.

Adirondack Winery has formed a team for the “Making Strides Against Breast Cancer” Walk that takes place Sunday, October 23rd at Queensbury High School. The winery invites its employees, customers, friends and families to walk alongside them and hundreds of others dedicated to the cause. All of Adirondack Winery’s fundraising proceeds are funneled into Adirondack Winery’s team fundraising account – last year the winery raised \$3,825 for Making Strides and was the #2 top fundraising company. This year, the winery has pledged to “Make Strides” with a goal of raising more than \$4,000 for the cause.

The centerpiece of Adirondack Winery’s fundraising effort is its “Drink Pink Berry Blush”. This raspberry-infused, semi-sweet rosé wine is one of the winery’s best-selling wines and for the month of October it dons a special label, designed by Ms. Pardy that features the breast cancer ribbon and a pink Adirondack Chair. For every bottle sold of this special wine, Adirondack Winery donates \$4 to its Making Strides team. In addition to the “Drink Pink” wine, Adirondack Winery is featuring several pink wine-related gift items for sale throughout the month that it will donate a portion of the proceeds to the cause. The wine and items are available for sale at the Adirondack Winery Tasting Room at 285 Canada Street in Lake George and on its website at www.adirondackwinery.com/shop/Drink-Pink.

The largest portion of Adirondack Winery’s fundraising dollars are generated during its “Drink Pink Fundraising Event Weekend”, taking place October 14th - 16th at its Lake George Tasting Room. The weekend launches with a Friday night “Drink Pink Wine Glass Painting Party”, where attendees enjoy the “Drink Pink” wine and wine slushies, plus handmade chocolates, while they paint a pair of wine glasses under the direction of LARAC Artist, Kori White. The winery is donating \$5 from the sale of each ticket for this event to Making Strides. On Saturday & Sunday, the winery hosts a free event where it welcomes the community to try free samples of the “Drink Pink Berry Blush”, enjoy a wine tasting session, play games, take chances on raffles, and enjoy “Drink Pink” wine slushies; all to raise money for breast cancer research and spread awareness.

Rebecca Smith, the Warren County Chapter Making Strides representative for the American Cancer Society said, “It takes a community to make a difference in the fight against cancer, and the American Cancer Society is grateful to Adirondack Winery for their support of Making Strides Against Breast Cancer. Funds raised support groundbreaking research, education, advocacy and programs for patients in our local community. If you have been touched by cancer, remember you are not alone. The American Cancer Society is here to help.”

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For Logo & Image downloads,
visit: www.adkwinery.com/About-Us/News-Media



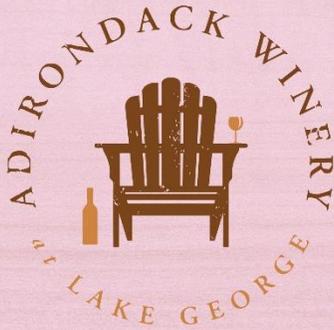


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ABOUT ADIRONDACK
WINERY:

Adirondack Winery opened in 2008 as the region's first winery. Winemaker/ CEO, Michael Parady, creates the winery's more than 35 wine varietals, which have won more than 140 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 located in Queensbury, NY and its Tasting Room is located at 285 Canada Street in Lake George, NY. Adirondack Winery's wines are available for sale at its Lake George, NY tasting room; through its online store; at nearly 400 wine retailers in New York; and at wine festivals & fairs throughout New York. Adirondack Winery is also the presenter of the Adirondack Wine & Food Festival.

DRINK PINK!



4TH ANNUAL
FUNDRAISING EVENT
OCT. 14TH, 15TH & 16TH

FREE WINE SAMPLES!

*Drink Pink Wine Slushies,
Games, Prizes & Raffles
all weekend long, plus...*



Drink Pink Berry Blush
\$4 from every bottle sold benefits our local
Making Strides Against Breast Cancer!



MAKING STRIDES Against Breast Cancer®

Donate to or join the Adirondack Winery team!

(518) 668-WINE | AdkWinery.com

Adirondack Winery - 285 Canada Street, Lake George