



Adirondack Winery Sets \$8,500 Fundraising Goal for Its 7th Annual ‘Drink Pink’ Campaign

Local winery will once again donate thousands of dollars to Making Strides Against Breast Cancer of the Adirondacks through sales of its pink wine, pink wine accessories, event tickets and more this October!

LAKE GEORGE, N.Y. (October 2019): Adirondack Winery has announced an \$8,500 fundraising goal for its 7th Annual Drink Pink breast cancer fundraiser this October.

The winery will donate a portion of nearly every sale from Oct. 1st to 31st to the Adirondacks Chapter of the American Cancer Society’s “Making Strides Against Breast Cancer.” The Drink Pink fundraising goal is the winery’s largest yet and \$500 more than it raised for Making Strides in 2018.

“Breast cancer has touched so many lives right here in our community, including our customers, our employees and our friends,” said Sasha Pardy, co-owner and president of Adirondack Winery. “Every year, we look forward to growing this effort so we can provide even more funds for life-saving treatments and services to people who need it right here at home.”

Adirondack Winery is the flagship sponsor of the Making Strides Against Breast Cancer 3K Walk on Sunday, Oct. 27th at Cool Insuring Arena in Glens Falls. Winery staff, family and friends will join hundreds of other fundraisers in a march around the city to promote breast cancer awareness and the life-saving programs and services Making Strides provides to those who need it in the Lake George area. The winery invites anyone who would like to join their fundraising team or walk with the team at adkwinery.com/joinourteam

During its Drink Pink campaign, Adirondack Winery raises money for Making Strides in a variety of ways, including a \$4 donation for every bottle sold of its limited-edition “Drink Pink Berry Breeze” wine. This strawberry, raspberry and blueberry-infused, semi-sweet rosé is one of the company’s most popular wines, and this year it features a special label with a pink Adirondack chair as well as a pink cap, graciously donated by Waterloo Container. Drink Pink Berry Breeze is available now through Oct. 31st online at adkwinery.com or at the winery’s Lake George and Bolton Landing Tasting Rooms.

The winery will also donate 25 percent of all pink wine accessories sold online and at its Tasting Rooms now through October 31st to Making Strides. That’s in addition to donating 100 percent of all raffle ticket proceeds raised online and at the Tasting Rooms. This year’s raffle baskets include over \$2,000 in gift cards and accessories from the Lake George area’s most popular stores and attractions.

“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 Loretta Hackney, Community 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 \$8,500 this year.”

Customers can visit the Adirondack Winery Tasting Rooms any day in October to get in on the fundraiser. All month, the winery will donate \$5 for every Ultimate Wine Tasting for 2 sold at its Tasting Rooms and it will also donate \$1 for every wine slushy purchased before Columbus Day.

Contact: Sasha Pardy,
President & Co-Owner
(518) 668-9463 x10
Sasha@AdirondackWinery.com
For Logo & Image downloads,
visit: www.adkwinery.com/About-Us/News-Media





What's more, the winery's annual Drink Pink wine and crafting parties at the Lake George Tasting Room are scheduled for Friday nights in October. The evening of wine and painting or candle making with friends provides extraordinary value and \$10 for every ticket sold is donated to Making Strides. Go to adkwinery.com/tickets for more information and to RSVP.

Funds donated to Making Strides are used for life-saving breast cancer research, transportation to and from treatment, overnight stays for patients and their families, a 24/7 cancer helpline and patient navigators, who help people in our community who have been diagnosed with breast cancer.

Adirondack Winery would also like to thank the sponsors of its Drink Pink Fundraiser, including those who generously donated to its more than \$2,000 in raffle basket prizes. Those sponsors include: [Waterloo Container](#), [Grandstand Merchandise](#), [Wax 'n' Wix 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!](#)

“So many women each day are touched by breast cancer in some way,” said 36-year-old Janet Pratt of Hudson Falls, who was diagnosed with 3A breast cancer in May. “Drink Pink is a way to help not only the breast cancer community, but also the greater community. The more money raised, the closer we get to researching a possible cure for this terrible disease. Adirondack Winery is a wonderful organization to take on this fight with so many others. Buy a bottle of wine, make a candle, be a part of their team. It's worth your while.”

To learn more about the Adirondack Winery's Drink Pink fundraising campaign, go to adirondackwinery.com/drinkpink.



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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 27th & 28th at Charles R. Wood Festival Commons in Lake George.



CALENDAR OF EVENTS



Drink Pink Weekends!
*@ the Lake George & Bolton Landing Tasting Rooms
Pink wine slushies, specialty tastings, games, prizes & more...
Portions of every sale donated to Making Strides of the ADKs!*



Uncork & Craft: Wine Glass Candle Making
10/4 Friday (7-9pm) at the Lake George Tasting Room



Uncork & Craft: Wine Glass Painting
10/18 Friday (7-9pm) at the Lake George Tasting Room



Uncork & Craft: Wine Glass Candle Making
10/25 Friday (7-9pm) at the Lake George Tasting Room



Walk with Us! Making Strides Walk
10/27 Sunday (12pm) at the Cool Insuring Arena Glens Falls, NY



Visit adkwinery.com/drinkpink for tickets & more info!



All Benefiting the Adirondack Chapter of:
**MAKING STRIDES
Against Breast Cancer®**

Donate or Join the Adirondack Winery team!

adkwinery.com/joinourteam



#ADKWINERY

Lake George Tasting Room: 285 Canada Street | Bolton Landing Tasting Room: 4971 Lake Shore Drive | adkwinery.com | (518) 668-WINE