



For Immediate Release

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PRESS RELEASE

ADIRONDACK WINERY RAISES OVER \$20,000 FOR MAKING STRIDES

Local winery has raised over \$100,000 for breast cancer services over the past ten years through its Drink Pink fundraiser.

(Queensbury, N.Y.) – Adirondack Winery is proud to announce a record-setting 10th annual Drink Pink breast cancer awareness fundraiser. As a result of the campaign, Adirondack Winery raised over \$20,000 for Making Strides Against Breast Cancer of the Adirondacks.

From mid-September to the end of October, a portion of every purchase made at Adirondack Winery was donated to Making Strides. With the support of its customers, staff, friends, family, and other local businesses, the winery was able to raise over \$5,000 more than the initial \$15,000 goal set in September.

“We are once again honored to be the top fundraiser for Making Strides Against Breast Cancer of the Adirondacks,” said Adirondack Winery President and Co-Owner Sasha Parfy. “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. 23. Together, dozens of teams raised over \$60,000 for Making Strides Against Breast Cancer of the Adirondacks, surpassing the organization’s goal.

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

Over the past ten years, Adirondack Winery has raised over \$100,000 for Making Strides Against Breast Cancer of the Adirondacks during its Drink Pink fundraiser, and they don’t plan to stop any time soon. They hope to hit a new record next year with their 11th Annual Drink Pink Fundraiser.

Adirondack Winery raised funds this year in a variety of ways, including the sale 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, wine, accessories, and prizes generously donated by winery partners and supporters. They also held the first-ever Drink Pink Kickoff Event in their new private event space in collaboration with Making Strides. The winery held three Uncork and Craft Events at its new Queensbury Tasting Room where attendees could enjoy wine glass candle making with Wax ‘n’ Wix and wooden sign painting.

We would also like to recognize these local businesses who contributed events participation or raffle contributions:

[Wax n Wix](#), [Sip n Canvas](#), [The Log Jam Restaurant](#), [The Queensbury Hotel](#), [Creations by DM](#), [Boardwalk Restaurant](#), [Lake George Steamboat Company](#), and [Holiday Inn Lake George](#).

About Adirondack Winery:

Founded by Sasha & Michael Pardy in 2008, Adirondack Winery is recognized as one of the most celebrated and acclaimed wineries in New York state. To craft their 35+ fruit-infused and traditional varietal wines, they source their grapes from all over New York State. Adirondack Winery's Original Tasting Room is located at 285 Canada Street in Lake George and remains a top attraction, welcoming over 60,000 visitors annually to enjoy wine-tasting sessions and purchase wine at retail. In May 2022, they opened a brand new, multi-million Tasting Room and Wine Making facility at 395 Big Bay Road in Queensbury, with the capacity to grow to a 50,000-case winery. At this new location, they offer tours, wine-tasting experiences, wine by the glass, charcuterie boards, cocktails, a patio, and a private event space overlooking the winery. The business prides itself on turning wine learners into wine lovers and focuses on working with other local small businesses as much as possible. Adirondack Winery wines can be found in over 450 New York liquor stores and are available for purchase 24/7 at adkwinery.com.

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