



For Immediate Release

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PRESS RELEASE

ADIRONDACK WINERY SETS \$20,000 FUNDRAISING GOAL FOR 11TH ANNUAL DRINK PINK FUNDRAISER

Local winery will donate to Making Strides Against Breast Cancer of the Adirondacks through wine sales, raffle baskets, special events, and more for Breast Cancer Awareness Month in October!

(Queensbury, NY) – Adirondack Winery, the North Country’s largest producer of craft wines, has announced a \$20,000 fundraising goal for its 11th Annual “Drink Pink” breast cancer awareness fundraiser.

A portion of sales from all direct-to-consumer business units from September 15 through October 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 over \$20,000 for this incredible organization, bringing its total fundraising efforts over the past 11 years to over \$100,000 donated. The accomplishment ranked Adirondack Winery the top fundraising company in the Northeast for Making Strides.

“In the eleven years that we have done this 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.”

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 (*Donated by Waterloo Container*) and label only available during the fundraiser.

The winery is hosting numerous events at its Queensbury Tasting Room, from crafting to cocktail creation to comedy all in effort to support the cause. ([CLICK HERE](#) or see below for the list of events)

The winery is also selling raffle tickets throughout the campaign for many unique baskets and items totaling over \$3,000 in value, including overnight stays, gift cards, wine, accessories, products and services graciously donated by other Lake George and other Capital Region businesses.

Adirondack Winery encourages everyone to show their support by attending the Making Strides Against Breast Cancer of the Adirondacks walk at City Park in Glens Falls on Sunday, Oct. 22.

“The Adirondack Winery’s Drink Pink efforts has become a highlight I look forward to each year.” Nick Liporace, Senior Development Manager of ACS said. “Last year their dedication to the community through this cause earned them a regional award and helped us reach heights we had not seen since before the pandemic. I am inspired and in awe of their team as their staff partner but also as a caregiver and customer.”

Guests are encouraged to visit Adirondack Winery any day in the month of October to help support the fundraiser. Adirondack Winery has Tasting Rooms in both Lake George and 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, those partners include Perry Mountain Quilts, Wax N' Wix, Sip & Canvas, Holiday Inn Lake George, Fort William Henry Hotel, Adirondack Brewery, Lake George Olive Oil Co., The Log Jam, The Hyde Collection, Lake George Steamboat Company and The Boardwalk Restaurant, The Queensbury Hotel, Barkeater Chocolates, Black Goat Homestead, Sans Souci, Springbrook Hollow Farm Distillery, Bolton Landing Brewing Company, Nine Pin Cider Works, I Wear Local, Love Is On Lake George, Mark Dunbar Art, and American Oak Distillery!

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

Drink Pink Events Schedule:

Drink Pink Thursday Trivia (Disney Themed):

Thursday, Oct. 12th from 6-8 pm at the Queensbury Tasting Room

Drink Pink Wine Bottle Candle Making w/ Wax n' Wix:

Friday, Oct. 13th from 6-8 pm at the Queensbury Event Space

Drink Pink Comedy Night:

Saturday, Oct. 14th from 7-9 pm at the Queensbury Event Space

Drink Pink Make Your Own Cocktail Flight Classes:

Thursday, Oct. 19th from 6-7:30 pm at the Queensbury Event Space

Drink Pink Paint & Sip w/ Robin from Sip & Canvas:

Friday, Oct. 20th from 6-8 pm at the Queensbury Event Space

Classic Rock Music Bingo w/ That Trivia Guy:

Thursday, Oct. 26th from 6-8 pm at the Queensbury Tasting Room

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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