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PRESS RELEASE

ADIRONDACK WINERY RAISES OVER \$22,000 FOR MAKING STRIDES

Local winery has raised over \$138,000 for breast cancer services over the past twelve years through its Drink Pink fundraiser.

(Queensbury, N.Y.) – Adirondack Winery is proud to announce another successful year of their Drink Pink breast cancer awareness fundraiser. As a result of the campaign, Adirondack Winery raised over \$22,000 for Making Strides Against Breast Cancer of the Adirondacks thanks to the support of its customers, staff, friends, family, and other local businesses.

From mid-September to the end of October, a portion of every purchase made at Adirondack Winery was donated to Making Strides. The 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 wine, accessories, and raffle ticket sales. Thanks to local businesses donating their products and services, the winery was able to compile multiple high-value raffle baskets for customers to enter for a chance to win. 100% of raffle basket ticket proceeds were donated and the winery was able to raise over \$5,600 from raffle tickets alone.

“We are blown away by the support of our customers, staff, friends, family, and community year after year,” said Adirondack Winery President and Co-Owner Sasha Pardy. “Giving back to the community is very important to us as a company and this disease has touched far too many people around us. Whether it’s a family member, friend, or customer – we want to be there to support.”

Adirondack Winery was the Flagship sponsor of the local Making Strides event in Glens Falls on Sunday, Oct. 27th. Together, dozens of teams raised over \$64,000 for Making Strides Against Breast Cancer of the Adirondacks.

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

“We are so proud and grateful of our local flagship sponsor surpassing their self-set goal of \$20K,” the American Cancer Society’s Senior Development Manager Nick Liporace states. “Just because Drink Pink & October are over doesn’t mean the support and need goes away. The Adirondack Winery’s support helps fund year-round resources that anyone needing breast cancer-related support can benefit from. We at the American Cancer Society are so appreciative of this support and wish the winery and its customers a Happy Holiday season and well wishes to partner again in 2025.”

Over the past twelve years, Adirondack Winery has raised over \$138,000 for Making Strides Against Breast Cancer of the Adirondacks during its Drink Pink fundraiser, and they don’t plan to stop any time soon!

We would also like to recognize these local businesses who contributed events participation or raffle contributions: [Adirondack Brewery](#), [American Oak Distillery](#), [Barkeater Chocolates](#), [Love is in New York](#), [Just One More Chapter LLC](#), [The Queensbury Hotel](#), [Sans Souci LG](#), [Mean Max Brew Works](#), [Whitman Brewing Company](#), [The Fort William Henry Hotel](#), [The Grateful Den](#), [Active Ingredient Brewing Co](#), [Lake George Olive Oil Company](#), [The Log Jam](#), [The Boardwalk Restaurant](#), [Lake George Steamboat Company](#), [Bear's Cup Bakehouse](#), [Extreme Heights Cider](#), [Northern Routes](#), [Perry Mountain Quilts](#), and [Mark Dunbar Art](#).

About Adirondack Winery:

Founded by Sasha & Michael Pardy in 2008, Adirondack Winery is recognized as one of the most celebrated 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.

In 2023, the Pardy's expanded their product line to include Hard Cider. Extreme Heights Cidery features both traditional and flavored hard ciders, hand-crafted from New York Apples.

Adirondack Winery's Original Tasting Room is located at 285 Canada Street in Lake George and remains a top attraction for the region, welcoming thousands of visitors annually to enjoy tasting sessions, wine by the glass, snack plates and purchase wine and craft beverages such as cider, beer and spirits. The Queensbury Tasting Room, opened in Spring 2022, is located at 395 Big Bay Road in Queensbury, and offers tours of the facility, tasting experiences, wine by the glass, charcuterie boards, cocktails, craft beverages, a patio, and two gorgeous private event spaces.

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](#). To learn more about Extreme Heights Cidery please visit [extremeheightscider.com](#).

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