



For Immediate Release

December 15, 2022

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PRESS RELEASE

ADIRONDACK WINERY WINS NORTHEAST REGION SPIRIT OF STRIDES AWARD

Local winery won the regional award for its work supporting Making Strides Against Breast Cancer of the Adirondacks

(Queensbury, N.Y.) – Adirondack Winery was recently awarded the Spirit of Strides Award for the Northeast Region. This past October, the company raised over \$20,000 for Making Strides Against Breast Cancer of the Adirondacks, bringing its total fundraising efforts over the past 10 years to over \$100,000.

Adirondack Winery beat over 20 other organizations that were nominated for the Spirit of Strides Award. Making Strides Against Breast Cancer organizations from 11 northeast states submitted nominations. Spirit of Strides Awards are intended to honor and recognize community partners that embody the relentless Making Strides Against Breast Cancer spirit and commitment that has propelled the success of this movement for more than two decades.

Adirondack Winery is now one of six Spirit of Strides award winners being considered for a national award. The results of the national award will be announced in January. “As the staff partner for this event and a breast cancer caregiver myself, this event and team make me so proud. They inspire many (including myself) and what I love the most is that they were nominated by a volunteer that was so moved by their efforts. The region is better because the winery is a part of it,” said Nick Liporace, Senior Development Manager of the Capital Region American Cancer Society.

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.

Adirondack Winery was the Flagship Sponsor of the local Making Strides event in Glens Falls on Sunday, Oct. 23.

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.

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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