

FOR IMMEDIATE RELEASE

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Adirondack Winery Says, “Think Local, Drink Local!” - For a Cause

Adirondack Winery Partners with Double H Ranch and LARAC on New Wine Designed to Raise Funds for Charity

LAKE GEORGE, N.Y. (May 12, 2014): Adirondack Winery is pleased to announce a new initiative to raise funds for two long standing local charities, [Double H. Ranch](#) and the [Lower Adirondack Regional Arts Council \(“LARAC”\)](#), through the sale of a special wine created specifically for this purpose.



On May 17th and 18th, Adirondack Winery is holding a 2-day launch party and fundraising event at its Lake George Tasting Room to introduce this [charitable wine, a raspberry-infused Pinot Noir](#), to the public. This semi-sweet red wine will be available in two versions – featuring either a [LARAC “Learn, Share, Create” wine label](#), or a [Double H Ranch “Toast to Health & Happiness” wine label](#). At this event, Adirondack Winery patrons will be able to taste this wine for free, and if they choose to buy a Double H Ranch or LARAC bottle, Adirondack Winery will donate \$6 per bottle sold to the corresponding charity. Additionally, Double H and LARAC representatives will be present at the Tasting Room event to promote their charities and raise additional funds through raffle items.

“We have produced more than 1,000 bottles of this delicious [raspberry-infused Pinot Noir](#). Not only will we be donating \$6 per bottle at our launch event, but we will donate \$6 from every bottle sold of this wine to either [LARAC](#) or [Double H Ranch](#) until it’s gone,” said Sasha Parady, Adirondack Winery President and Co-Owner. Parady explained that an integral part of the

[Winery’s mission](#) is to “Love Local” by supporting local charities. Each fall the company releases a “Drink for a Cure” blush wine that raises money for Making Strides of Warren County and over the last two years it sold about 1,000 bottles of “Musical Medley” wine, which raised approximately \$5,000 for the Lake George Community Band.

“We are so excited to have our wine directly benefit children with serious illnesses through [Double H Ranch](#), as well as local artisans through [LARAC](#),” said Michael Parady, Adirondack Winery CEO and Wine-Maker. The Parady’s have two young children (ages 2 and 8) and Ms. Parady is a musician and graphic artist, so both charities are a great fit for the company, he explained.

Robin DeMattos, the Corporate Giving and Special Events Manager for [Double H Ranch](#) said, “The Double H Ranch is thrilled to partner with Adirondack Winery and hopes that the local community all toasts to *Health and Happiness*.”

“We are excited to have Adirondack Winery, a local producer, supporting the local arts community in such a creative way,” said Ellen Butz, the Director of [LARAC](#). “This will be the perfect summer wine to share with family and friends,” she added.

Both versions of Adirondack Winery’s charitable raspberry-infused Pinot Noir are available at its Tasting Room (285 Canada St., Lk. George) and through its online store at <http://store.adirondackwinery.com/thlodrlonewc.html> for \$15.95 per bottle. Adirondack Winery is also selling this wine at [Double H Ranch](#) and [LARAC](#) events throughout the season.



Wine Slushies!
Raffles & Prizes!

Think Local, Drink Local!
Charity Wine Launch Weekend
benefitting Double H Ranch & LARAC
May 17th & 18th

Adirondack Winery



ABOUT ADIRONDACK WINERY:

Adirondack Winery opened in 2008 as the region's first winery. Winemaker/ CEO, Michael Parady, creates the more than 35 wine varietals, which have won 100 medals at competition to date. Adirondack Winery's wine labels feature photography of the local region, created by Sasha Parady. The wine making facility is located in Queensbury, NY and its Tasting Room is located in Lake George, NY. Adirondack Winery's wines are available for sale at its [Lake George, NY tasting room](#); through its [online store](#); at nearly 100 [wine and liquor retailers throughout the state](#); and at wine festivals & fairs throughout New York. www.AdirondackWinery.com
 Like us on Facebook at www.facebook.com/Adirondack.Winery.NY



LARAC, the Lower Adirondack Regional Arts Council, is the heart of the Arts Community in the Southern Adirondacks. We offer Arts Festivals, services for regional artists, a Shop and Gallery, programs, and more, year-round. LARAC is proud to partner with the Adirondack Winery. www.larac.org

Adirondack Winery is pleased to donate \$6 from the sale of each bottle of this wine to LARAC!

TASTING NOTES:
Light-Bodied and Semi-Sweet, tart flavors of fresh red raspberries are blended expertly with the subtle spice and earthiness of this luscious red wine. Best served chilled, this wine is designed to enjoy by itself; however, it pairs well with barbeque or grilled dishes, red sauce dishes, salmon, tuna, sharp cheeses, dark chocolate, and berry desserts!

Produced and Bottled By:
Adirondack Winery, LLC
395 Big Bay Road
Queensbury, NY 12804
(518) 668-WINE
www.AdirondackWinery.com

Visit our Tasting Room at:
285 Canada Street,
Lake George, NY 12845

Produced to Benefit:
Lower Adirondack Regional Arts Council
7 Latham Place,
Glens Falls, NY 12801
www.LARAC.org

GOVERNMENT WARNING:
(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS.
(2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

Contains Sulfites
Red Table Wine • 750ml

ABOUT LARAC:

The [Lower Adirondack Regional Arts Council \(LARAC\)](#) was founded in 1972 to unify the arts community and establish a cultural identity for the region. LARAC is honored to support the local artistic tradition while challenging and inspiring the community's vision of what art is and what it contributes to our lives. LARAC offers exhibits, workshops, lectures, readings, and artists' demonstrations for children and adults. Services for artists and arts organizations include: business seminars, gallery & shop exhibition opportunities, arts festivals, grants for arts and cultural projects and more. LARAC is located in a restored Victorian carriage house in historic downtown Glens Falls, NY

Like LARAC on Facebook >>



Toast to Health & Happiness!

Founded by Charles R. Wood and Paul Newman, the Double H Ranch provides special programs and year-round support for children and their families dealing with life-threatening illnesses. Our purpose is to enrich their lives and provide camp experiences that are memorable, exciting, fun, empowering, physically safe and medically sound. All programs are FREE of charge and capture the magic of the Adirondacks.

Adirondack Winery is pleased to donate \$6 from the sale of each bottle of this wine to the Double H Ranch!

TASTING NOTES:
Light-Bodied and Semi-Sweet, tart flavors of fresh red raspberries are blended expertly with the subtle spice and earthiness of this luscious red wine. Best served chilled, this wine is designed to enjoy by itself; however, it pairs well with barbeque or grilled dishes, red sauce dishes, salmon, tuna, sharp cheeses, dark chocolate, and berry desserts!

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Adirondack Winery, LLC
395 Big Bay Road
Queensbury, NY 12804
(518) 668-WINE
www.AdirondackWinery.com

Visit our Tasting Room at:
285 Canada Street,
Lake George, NY 12845

Produced to Benefit:
The Double H Ranch
97 Hidden Valley Road,
Lake Luzerne, NY 12846
www.DoubleHRanch.org

GOVERNMENT WARNING:
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Contains Sulfites
Red Table Wine • 750ml

ABOUT DOUBLE H RANCH:

The [Double H Ranch](#), co-founded by Charles R. Wood and Paul Newman, provide specialized programs and year-round support for children and their families dealing with life-threatening illnesses. Our purpose is to enrich their lives and provide camp experiences that are memorable, exciting, fun, empowering, physically safe and medically sound. All programs are FREE OF CHARGE and capture the magic of the Adirondacks.


Like Double H Ranch on Facebook >>

Think Local, Drink Local!
Charity Wine Launch Weekend
benefitting Double H Ranch & LARAC

May 17th & 18th

Sat.: 11:30a - 5:30p

Sun.: 11:30a - 4:30p

 Adirondack Winery

285 Canada St., Lake George, NY

Help us kick off our **BIGGEST**
fundraising effort yet!



*Raffles
& Prizes!*

*Wine
Slushies!*



*Try Our
Raspberry Pinot Noir*

We will donate \$6
from every bottle sold
to the charity of
YOUR CHOICE
based on the label
YOU CHOOSE!

