

****PRESS RELEASE****

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Seneca Lake Wine Trail announces 2026 Wine & Experience Auction and second-year partnership with Seneca Lake Pure Waters Association



Watkins Glen, NY – The Seneca Lake Wine Trail is pleased to announce the third annual Seneca Lake Wine and Experience Auction.

The Seneca Lake Wine & Experience Auction boasts one-of-a-kind wines and experiences **that aren't available anywhere else**. For the second year in a row, the Seneca Lake Wine Trail is partnering with Seneca Lake Pure Waters Association, sharing a portion of proceeds to support this admirable organization.

Brittany Gibson, Executive Director of the Seneca Lake Winery Association shares how the **group arrived at this partnership: "Our member wineries feel strongly about protecting the lake. The work that Seneca Lake Pure Waters is doing is important and impactful. We stand shoulder to shoulder with them, as stewards and protectors of our most precious resource: Seneca Lake."**

Ben Klein, Association Director of Seneca Lake Pure Waters Association adds, "Seneca Lake has helped establish this region as one of the premier wine locations in the world. People come from across the globe to sample what we have to offer, but none of that would be possible without good clean water from Seneca Lake. The Seneca Lake Wine Trail and their members understand this, which is why they have been such valuable partners for so many years. We are honored to partner up on this auction, and look forward to all we can accomplish together."

The auction is exclusively online, with bidding set to open on Friday, March 27 @ 9am EST and close at 5pm on Sunday, March 29 EST. More information, including a preview of the auction items will be posted to the Wine Trail website: www.senecalakewine.com.

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Founded in 1986, the Seneca Lake Winery Association, known publicly as the Seneca Lake Wine Trail, is a nonprofit organization, dedicated to promoting its member wineries; to developing a spirit of cooperation between members of the association; to developing an outstanding wine producing and tourism area; to stimulating interest in wine in general and the wines of Seneca Lake, specifically; and to gaining recognition of the Seneca Lake Winery Association as an independent leader in the grape growing, wine, and tourism initiatives.