

****PRESS RELEASE****

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Seneca Lake Wine Trail Donates \$2,033.75 to Seneca Lake Pure Waters Association
Proceeds from Seneca Lake Wine & Experience Auction Support Water Quality Initiatives

Geneva, NY — The Seneca Lake Wine Trail is proud to announce a donation of **\$2,033.75** to the Seneca Lake Pure Waters Association, representing a portion of proceeds from the 2026 Seneca Lake Wine & Experience Auction.

Held March 27–29, the online auction featured a curated collection of one-of-a-kind wines and exclusive winery experiences not available to the general public, offering bidders a unique way to engage with the region while giving back.

As a nonprofit organization itself, the Seneca Lake Wine Trail structured the event as a **shared proceeds initiative**, reinforcing its commitment to supporting fellow nonprofits whose work aligns with the long-term health and sustainability of the region.

“We’re incredibly proud to support Seneca Lake Pure Waters Association through this initiative,” said Seneca Lake Wine Trail Executive Director Brittany Gibson. “Protecting the water quality of Seneca Lake is essential—not only for our wineries and vineyards, but for the entire community and future generations.”



The Seneca Lake Pure Waters Association is dedicated to preserving, protecting, and promoting the water quality of Seneca Lake, relying on community support to fund programs that address environmental challenges facing the lake and its watershed.

Ben Klein, Executive Director of Seneca Lake Pure Waters Association adds, "We are grateful to the Seneca Lake Wine Trail for partnering up with Pure Waters. Not only is the money incredibly important to our mission of monitoring and protecting Seneca Lake, it sends an important message that local economic interests and environmental issues do not have to be inherently opposed."

The partnership between the two organizations reflects a shared understanding: a healthy lake is foundational to a thriving wine region. From vineyard sustainability to tourism and recreation, the vitality of Seneca Lake impacts every aspect of life in the Finger Lakes.

The Seneca Lake Wine & Experience Auction continues to grow as a meaningful way to connect wine lovers with the region while making a positive impact. Plans are already underway for future iterations of the event.

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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.