



Beacon® Impatiens Announces 2024 Charity Supporting Multiple Sclerosis Fundraising Efforts

In an effort to act locally to help fight a global disease, PanAmerican Seed will partner with MS fundraising and research teams to make an impact.



WEST CHICAGO, ILLINOIS, January 2024: For the 2024 gardening season, PanAmerican Seed® and its popular brand of **Beacon® Impatiens** will partner with the local chapter of the **National Multiple Sclerosis Society** to support their fundraising efforts and help fight a disease that affects 2.8 million persons worldwide. Now entering its fifth year, the disease-resistant Beacon series has already shined the light on several organizations by collaboratively building awareness and providing an annual charitable donation. To date, donations from Beacon Impatiens has climbed over \$290,000.

“Every day the National MS Society is driven by its mission that ‘We will cure MS while empowering people affected by MS to live their best lives’,” says **Cyndi Zagieboylo**, President and CEO of the National MS Society. “We are grateful for PanAmerican Seed’s partnership in this effort.”

“This year, PanAmerican Seed couldn’t pass up the opportunity to act hyper-locally for the chance to impact awareness and assistance for a disease known worldwide,” says **Sarah Makiejus**, Global Marketing Manager for PanAmerican Seed. “We all know someone who’s received a life-changing diagnosis, and our 2024 MS charity choice comes with personal connection. Now, through colorful gardens around the world, plus active participation in local fundraising events, Beacon is ready to join the fight against MS to help make a difference.”

Multiple Sclerosis is a disease that interferes with the transmission of nerve signals between the brain, spinal cord, and the rest of the body due to damage to the myelin coating around nerve fibers in the central nervous system. The National Multiple Sclerosis Society’s vision is a world free of MS, and provides support, resources, and information for those diagnosed to help move their lives forward.

Beacon Impatiens, a series of *I. walleriana* with proven high resistance to Impatiens downy mildew, brings flower-filled enjoyment back to shade gardens everywhere. As part of a dedicated mission to “shine the light,” PanAmerican Seed has committed to donating to a new charity each year.

Beyond the monetary donation, PanAmerican Seed will share in hands-on fundraising by participating in **BikeMS** events. It will also build awareness through Beacon’s social media channels and website, as well as customer and media relations. Stay tuned for ways to promote and contribute to this cause-marketing effort.

Further information about the National MS Society can be found at its website: www.nationalMSSociety.org. For more information about Beacon Impatiens, explore www.beaconimpatiens.com.

Contact your preferred supplier for seed availability and help Beacon Impatiens give back.

About the National Multiple Sclerosis Society

The National MS Society, founded in 1946, funds cutting-edge research, drives change through advocacy, and provides programs and services to help people affected by MS live their best lives. Connect to learn more and get involved: nationalMSSociety.org, Facebook, Twitter, Instagram, YouTube, or call 1-800-344-4867.

About PanAmerican Seed

PanAmerican Seed is an internationally renowned breeder and producer of seed-raised flowers and vegetables based in West Chicago, IL, that produces high-quality and best-performing varieties. Research facilities in North and South America, the Pacific Rim and Europe enable us to test and evaluate new varieties under numerous climate conditions. Our state-of-the-art seed distribution center guarantees quick, efficient processing of orders for our worldwide customers. Visit www.panamseed.com for more information.