



Changing Lives! The Beacon® Impatiens Charities Are Announced for the 2025 Season

PanAmerican Seed will partner with two organisations – one in the U.S., one in the U.K. – offering enriching experiences for children with life-limiting conditions.



WEST CHICAGO, ILLINOIS, January 2025: PanAmerican Seed® is pleased to announce the charities it will support for the 2025 gardening season through its popular brand of **Beacon® Impatiens**. This year, the company will partner with two organisations that enrich the lives of children and adults with life-limiting conditions through experiences and opportunities that bring them joy and emotional well-being.

First is **esp Inc.**, formerly Extra Special People Inc. (www.espyouandme.org), a nonprofit in the Georgia region of the U.S.A. that creates transformative experiences for people with disabilities and their families, ultimately changing communities for the better. Donations to esp fund scholarships, programs, activities, and even employment opportunities through **Java Joy**, empowering individuals with Autism, Down Syndrome, Cerebral Palsy, etc., with a meaningful chance to thrive.

Next is **Greenfingers Charity** (www.greenfingerscharity.org.uk), which is dedicated to supporting life-limited children and their families who spend time in hospices around the U.K. by creating magical gardens and outdoor spaces for them to enjoy precious time outside. Greenfingers is driven by the belief that time spent outdoors, away from the bedside, can offer those under considerable stress a vital opportunity to embrace the benefits of being in the fresh air and engaging with the natural environment.

“PanAmerican Seed is proud to work with and support these two charities through our Beacon Impatiens outreach in 2025. They both represent the power of overcoming life’s obstacles through a collaborative community effort,” says **Sarah Makiejus**, Global Marketing Manager for PanAmerican Seed. “The charities’ approaches to enjoying life through nature and enriching experiences are concepts we can absolutely get behind; plants are more than pretty and they’re so essential to our well-being.”

“At esp, no individual is turned away due to their disability or inability to pay. Beacon Impatiens will make that possible. The generous donation will provide scholarships, ensuring a community of belonging for every individual we serve,” says **Laura Hope Whitaker**, esp CEO & Java Joy co-founder. “Because of Beacon Impatiens, we can create life-changing experiences, offer support, and provide purpose for all.”

“We are enormously grateful to PanAmerican Seed for supporting the work we do in children’s hospices,” says **Linda Petrons** Director of Fundraising & Communications for Greenfingers Charity. “This generous support will help to ensure more life-limited children, families and carers will be able to create precious memories in Greenfingers gardens.”

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 and bring awareness to organisations providing support to those in need.

Beyond the monetary donations at the completion of the 2025 season, PanAmerican Seed will participate in hands-on fundraising by joining collaborative events with esp and Greenfingers. It will also build awareness for their causes through Beacon’s social media channels and website, as well as through customer and media relations. Stay tuned for ways to promote and contribute to this year’s cause-marketing efforts.

Further information about this year’s Beacon Impatiens charities can be found at the website:

www.beaconimpatiens.com/shinethelight. For more about Beacon Impatiens and to find avenues for ordering seed, visit www.panamseed.com. Contact your preferred supplier for seed availability and help your Beacon Impatiens purchases give back!



About esp Inc.

Extra Special People (esp) exists to create transformative experiences for people with disabilities and their families, changing communities for the better. Donations fund scholarships and programs like after-school activities, summer camps, and employment opportunities through Java Joy, ensuring no one is turned away due to financial need. esp empowers individuals with Autism, Down Syndrome, Cerebral Palsy, and more through experiences and wrap-around support for families. Your generosity fosters connection, joy, and purpose, enabling participants to thrive and families to be supported. Together, we’re working towards universal access to transformative experiences for all. Learn more at <https://espyouandme.org>.



About Greenfingers Charity

Greenfingers is a national charity dedicated to supporting life-limited children and their families who spend time in hospices around the U.K. The charity is committed to creating beautiful, well-designed outdoor spaces for children to enjoy with family, friends and siblings, whether through play and fun, or therapeutic rest and relaxation. To date, Greenfingers Charity has created almost 70 inspiring gardens in children’s hospices and has a further waiting list of hospices that need their help now. www.greenfingerscharity.org.uk



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.