



Giving Back Feels So Good! Beacon® Impatiens Delivers Charitable Donations For 2025 Season

PanAmerican Seed® has completed its 2025 Beacon® Impatiens charity season with the delivery of donation cheques to esp Inc. and Greenfingers Charity.



WEST CHICAGO, ILLINOIS, December 2025: PanAmerican Seed® was pleased to continue its support of worthy causes this year through its Beacon® Impatiens [“Beacon Shines The Light”](#) program. This program brings awareness and assistance to specially selected charitable organizations each year. In 2025, Beacon Impatiens is making spirits bright with the presentation of two donation cheques, one to **esp Inc.**, USA (www.espyouandme.org), and another to **Greenfingers Charity**, United Kingdom (www.greenfingerscharity.org.uk).

Since the program launched in 2019, “Beacon Shines The Light” has supported over 10 charitable organizations, crossing many countries and building awareness for cures, comfort, and hope for people in need. The 2025 donation cheques were presented at two separate local events to the leadership and supporters of esp Inc. and Greenfingers Charity. Key members of the PanAmerican Seed international teams were also on site to join the festivities.

“It is always a joy to see the impact our Beacon Impatiens collaborations have on the annual charities,” says **Sarah Makiejus**, Global Marketing Manager for PanAmerican Seed. “Whether it’s colourful flowers in the garden to lift spirits, or the team-effort it takes to build awareness and raise funds, the PanAmerican Seed family is ready for the challenge and they always deliver!”

Both of the Beacon Impatiens-supported charities this year create transformative and engaging experiences for the people they assist: Greenfingers Charity through beautiful hospice gardens dedicated to life-limited children and their families, and esp Inc. through empowering activities and meaningful opportunities for people with disabilities along with their caregivers.

Visit www.BeaconImpatiens.com/ShineTheLight/ to learn more about these two generous causes.

In addition to fundraising, there were floral donations of colourful Beacon Impatiens supplied to decorate the Greenfingers hospice gardens. For esp Inc., a fundraising t-shirt was designed and sold to build further awareness with a special-boost from industry icon **Dr. Alan Armitage**, professor emeritus of the University of Georgia, who recommended this charity for consideration to PanAmerican Seed.

“One of the things we try to do to make life a little better for everybody is plant wonderful colour and plant some beautiful

things, to make people smile,” Dr. Armitage told Sarah Makiejus at Cultivate’25 in Columbus, Ohio. “But if you're fortunate to work with organizations that also make a difference, life is even better.”

Beacon Impatiens, a series of Impatiens 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.

A new charitable partner will be announced soon for the 2026 sales season. Stay tuned for its reveal, and for ways to promote and support this cause-marketing effort.

For more information about Beacon Impatiens, explore the website www.beaconimpatiens.com. Contact your preferred supplier for availability.

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. 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 UK 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. 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, USA, 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.