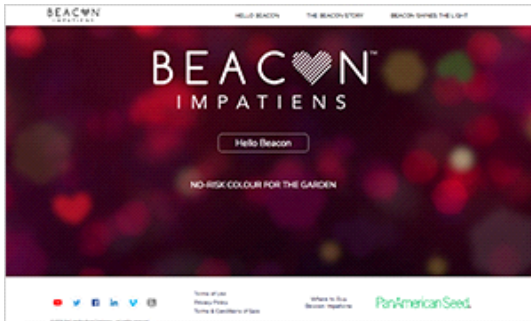




New Website For Beacon™ Impatiens

Visit www.BeaconImpatiens.com for the story behind this breakthrough new product from PanAmerican Seed®.



WEST CHICAGO, ILLINOIS, March 2019: PanAmerican Seed announces the launch of a new website devoted specifically to its NEW Beacon™ Impatiens, a series of *I. walleriana* with proven high resistance to Impatiens downy mildew. The website www.BeaconImpatiens.com appeals to many audiences, and includes special features, including the story behind this breakthrough product and the team who brought it to market, as well as details on the charitable donation of 3% of global Beacon sales, which will support Osteogenesis Imperfecta in the 2019-2020 sales season.

“With such an important product launch, we designed this special website to meet the needs of garden consumers looking for information, as well as greenhouse and landscape professionals,” says **Claire Josephson**, product marketing manager for PanAmerican Seed. “Having visual engagement on all of Beacon Impatiens’ features and benefits allows us to share its full story with our global customers and build excitement for sales.”

The “**Hello Beacon**” area of the site displays all 6 core colors and 2 mixes of Beacon Impatiens, plus downloadable greenhouse guidelines and a photo slideshow of Beacon bringing color to the shade.

At “**The Beacon Story**” page you meet the dedicated international PanAmerican Seed team who helps find grower solutions worldwide. The page shares details on Beacon Impatiens’ high resistance to Impatiens downy mildew along with a time-lapse video of its performance with the disease in the landscape.

“**Beacon Shines The Light**” introduces the charitable foundation that will receive 3% of global Beacon Impatiens sales. A new organization will be selected each year for maximum impact on lesser-known charities. For the 2019-2020 sales season, PanAmerican seed has partnered with The OI Foundation, to improve the quality of life for those living with Osteogenesis Imperfecta (brittle bone disease) via research, education, awareness and mutual support.

Explore www.beaconimpatiens.com and connect with PanAmerican Seed on social media. Beacon Impatiens will officially debut at California Spring Trials in Santa Paula, Calif., as well as other industry shows in 2019. A limited supply is available now, with full-scale global availability in January 2020. Contact your preferred supplier for details.

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.