

Front Lines

9/1/2018

Invincibelle's Milestone \$1M

Jennifer Polanz



It's taken less than 10 years for the Invincibelle Spirit Campaign for a Cure to surpass its million-dollar fundraising goal for breast cancer research. The news was announced at Cultivate'18 during the State of the Industry keynote address.

Spring Meadow Nursery owner Dale Deppe thanked growers and retailers for their support in the charity, which donates \$1 for every Proven Winners ColorChoice Invincibelle Spirit and Spirit II Hydrangea sold. The campaign started in 2009 with partner Breast Cancer Research Foundation, which "provides critical funding that fuels advances in tumor biology, genetics, prevention, treatment, metastasis and survivorship," according to the campaign website. For more, visit

www.invincibellespirit.net. GP