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## Beacon Impatiens Raising Cash for Charity

*Matthew Chappell*



PanAmerican Seed has really gone above and beyond in raising funds for charity and hats off to them for that. The disease-resistant Beacon Impatiens series has brought light—and happiness—back to shade gardens worldwide. Now entering year three, PanAmerican Seed announces that the 2022 Beacon Impatiens charitable donation will fight low-vision issues, such as macular degeneration—a disease affecting the eyesight of millions of people worldwide.

The affliction was brought to PanAmerican Seed's attention through the experience of one of its own team members. To maximize its impact, two charities will receive a portion of 2022 global seed sales of Beacon Impatiens: Spectrios Institute for Low Vision ([spectrios.org](https://spectrios.org)) and the Macular Society ([macularsociety.org](https://macularsociety.org)). Both groups provide family support, fundraising and education empowerment for their members. In addition, they invest in research to offer the hope of new and improved treatments for those living with low vision.

"It is devastating to be told you are losing your sight—to lose the ability to see the faces of your loved ones or your ability to read. Sadly, macular disease, the biggest cause of sight loss in the U.K. and the developed world, is a vast and growing problem. Every day, more people are diagnosed with the condition," says Cathy Yelf, CEO of Macular Society. "We are delighted to be working with PanAmerican Seed so we can shine a light on macular disease over the coming months and ensure we can reach everyone who needs our help." **GP**