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Beacons to Help in the Fight Against MS

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Every year PanAmerican Seed chooses a different charity to partner with to support their fundraising efforts through sales of its popular Beacon Impatiens in an effort to be true to the plant's name and "shine a light." This year, the worthy recipient is the local chapter of the National Multiple Sclerosis Society to help fight a chronic disease of the central nervous system that affects nearly 3 million people worldwide.

This is the fifth year for the efforts and donations from Beacon Impatiens have topped \$290,000, according to the folks at PanAmerican Seed.

"This year, PanAmerican Seed couldn't pass up the opportunity to act hyper-locally for the chance to impact awareness and assistance for a disease known worldwide," said Sarah Makiejus, Global Marketing Manager for PanAmerican Seed. "We all know someone who's received a life-changing diagnosis and our 2024 MS charity choice comes with personal connection. Now, through colorful gardens around the world, plus active participation in local fundraising events, Beacon is ready to join the fight against MS to help make a difference."

Watch the PanAmerican Seed social media channels for more details on how to get involved! **GP**