



**National
Multiple Sclerosis
Society**

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Beacon Impatiens charity supports multiple sclerosis fundraising efforts

January 31, 2024

For the 2024 gardening season, [PanAmerican Seed](#) and its popular brand of [Beacon Impatiens](#) will partner with the local chapter of the [National Multiple Sclerosis Society](#) to support fundraising efforts and help fight a disease that affects 2.8 million people worldwide. Now entering its fifth year, the disease-resistant Beacon series has already shined the light on several organizations by collaboratively building awareness and providing an annual charitable donation from a percentage of global seed sales. To date, donations from Beacon Impatiens has climbed over \$290,000.

“Every day the National MS Society is driven by its mission that ‘We will cure MS while empowering people affected by MS to live their best lives,’” said Cyndi Zagieboylo, president and CEO of the National MS Society. “We are grateful for PanAmerican Seed’s partnership in this effort.”

“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.”

Multiple Sclerosis is a disease that interferes with the transmission of nerve signals between the brain, spinal cord and the rest of the body due to damage to the myelin coating around nerve fibers in the central nervous system. The National Multiple Sclerosis Society’s vision is a world free of MS, and provides support, resources, and information for those diagnosed to help move their lives forward.

Beacon Impatiens, a series of *I. 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 a percentage of its global seed sales to a new charity each year.

Beyond the monetary donation at the completion of the 2024 season, PanAmerican Seed will share in hands-on fundraising by participating in [BikeMS](#) events. It will also build awareness through Beacon’s social media channels and website, as well as customer and media relations. Stay tuned for ways to promote and contribute to this cause-marketing effort.

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