



Beacon® Impatiens Presents Donation To The OI Foundation

Each year PanAmerican Seed donates a percentage of its Beacon Impatiens global seed sales to shine the light on worthy causes.

WEST CHICAGO, ILLINOIS, September 2020: The team behind the launch of [Beacon® Impatiens](#) is pleased to confirm a donation of a portion of its 2019-2020 global seed sales to The OI Foundation, the charity organization that brings awareness and support to those living with and affected by osteogenesis imperfecta (brittle bone disease). At a private Sept. 8 ceremony in The Gardens at Ball in West Chicago, Illinois, PanAmerican Seed® Global Director of Sales **Sean Valk** presented a check in the amount of \$55,943.00 (US) to **Tony Benish**, a long-time volunteer and past board member of [The OI Foundation](#).

OI is a genetic bone disorder characterized by fragile bones that break easily, affecting approximately 25,000 to 50,000 people in the United States alone. The OI Foundation strives to “improve the quality of life for those living with OI through research, education, awareness and mutual support.”

Beacon Impatiens, a series of *I. walleriana* with proven high resistance to Impatiens downy mildew, launched with much anticipation from the horticulture industry this year. As part of an ongoing outreach campaign to bring flower-filled enjoyment back to shade gardens everywhere, PanAmerican Seed has committed to donating a percentage of its global seed sales to “shine the light” on less-widely known charitable organizations.



“This was a monumental introduction year for Beacon Impatiens, and PanAmerican Seed is very proud to share our success with such a worthy organization like The OI Foundation,” says Valk. “We will continue our efforts to find garden and grower solutions for the industry, and each year we look forward to partnering with charities hoping to make a difference as well.”

A new charity will be announced soon for the 2020-2021 sales season. For more information about Beacon Impatiens, explore www.beaconimpatiens.com. Contact your preferred supplier for availability.

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.