

Botanical Interests Raises \$11,000 for Ukrainian Humanitarian Efforts

Broomfield, Colorado 4/7/22 — In response to the current humanitarian crisis in Ukraine, Botanical Interests committed to donating 100% of proceeds from online sunflower seed sales made between March 19-31, 2022 to Sunflower of Peace, a Boston-based non-profit organization dedicated to providing resources to those affected by the crisis in Ukraine and Eastern Europe. Sunflower of Peace works to acquire life-saving medical supplies, including first-aid backpacks, medicine, bandages, and other non-perishable resources to be distributed to those in need in the region. Over 2,500 seed packets were purchased during the course of this fundraiser, and over \$11,000 was raised for Sunflower of Peace.

“It is spring here, and I wake up to birds chirping outside my window and reflect on how lovely and peaceful I feel. Then I think about the souls in Ukraine who are still waking up to the loss of loved ones, war atrocities, and total disruption of their lives and safety,” says co-owner Judy Seaborn. “I am so proud of our gardening community for participating in the sunflowers for Ukraine fundraiser and am humbled. I hope our small contribution can help Ukrainians find peace in their lives soon.”

Sunflowers have been grown in Ukraine for centuries and hold meaning to Ukrainians as their national flower. The sunflower has been recognized as an emblem of peace, and today, the sunflower has become an internationally recognized symbol of support and solidarity with the Ukrainian people. Katya Malakhova, Sunflower of Peace's founder, says, "Since the very first days of the war, we have seen vast support coming from everywhere—from generous personal donations to charity from business. The Botanical Interests campaign is one of the most creative that we have seen to date. We are grateful that organizations like yours think about us and come up with such beautiful initiatives to support the people of Ukraine.”

*****Botanical Interests is a family-owned business founded in 1995. We offer more than 600 dependable varieties of certified organic, heirloom, non-GMO, untreated, and responsibly produced hybrid vegetable, herb, and flower seeds. Our goal is to inspire and educate gardeners, so they can create beautiful and successful gardens. Our packets contain a wealth of information, inside and out. Seeds are available for purchase at www.botanicalinterests.com, and at independent garden centers and hardware stores, gourmet grocers, and health food stores throughout the United States.*****

Botanical INTERESTS®

Let us inspire & educate the gardener in you.

660 Compton Street, Broomfield, CO 80020 • www.botanicalinterests.com
phone: 303-464-6464 toll free: 800-486-2647 fax: 303-464-6468

