

Memories campaign praised for excellence



The launch of Dianthus ‘Memories’, raising funds and awareness for the Alzheimer’s Australia Dementia Research Foundation, has been named Australia’s best marketing campaign at the prestigious Nursery and Garden Industry Awards for 2015.

The awards, now in their 21st year, recognise excellence in business, products and services and acknowledge industry leaders as they strive to achieve best business practice within the nursery and garden community.

The stunning Dianthus ‘Memories’ is a perfumed pure white bloom bred specially by UK Dianthus specialist Whetman Pinks. In the words of PMA’s Managing Director Chris Sargent, “It’s been a privilege to collaborate with Alzheimer’s Australia and also Ita Buttrose in order to bring this project to life. Our aim is to contribute towards valuable research and for the Australian community to further understand the amazing link between fragrance and memory.”

CEO of Nursery and Garden Industry Australia, Robert Prince, said judges were impressed with the project’s tremendous results in promoting a great horticultural product and for its role in connecting green life to people’s hearts in support of charity.

“Flowers are enjoyed at many stages of life as they evoke all of your senses. The Plants Management Australia campaign beautifully celebrates this as a way to reflect on and create new memories. It has touched the nation and the amount raised can make a real difference to dementia research. We heartily congratulate the team for this truly special achievement,” he said.

Part proceeds from the sale of each Dianthus ‘Memories’ continue to be donated to the Alzheimer’s Australia Dementia Research Foundation.

For further details visit www.pma.com.au



Chris Sargent of PMA, receiving the award from Gabe Mostafa of Hort Journal



Breeder Carolyn Whetman of Whetman Pinks in the UK



Ita Buttrose at the 2014 Australian launch of Dianthus ‘Memories’