

OCTOBER 2015

Plants Management Australia launches Memories to fight Dementia.



Ita Buttrose, Jessica Rowe, Monica Cations, Chris Sargent of PMA (presenting the cheque), Sarah Harris, Live on Studio 10



Dianthus Memories in full bloom



Ita Buttrose with Dianthus Memories

The Launch of Dianthus 'Memories' from a Tasmanian based business has now donated over \$43,300 to raise awareness and much needed funds for Alzheimer's Australia's Dementia Research Foundation.

Ita Buttrose; AO OBE, National Ambassador, Alzheimer's Australia has also been the ambassador for the plant since it's release last September.

Chris Sargent, Managing Director of Plants Management Australia presented the \$43,300 donation on Live national TV on Ita's morning program, Studio 10 on Network 10.

The proceeds are from the first release of the Dianthus 'Memories' campaign - a joint collaboration between Plants Management Australia and UK Dianthus specialists Whetman Pinks.

Ita, pictured, is firmly behind the initiative, which continues to donate 50c from the sale of each plant to help raise much-needed funds for frontline research. In the words of Ms Buttrose: "Plant your own 'memories' to support the fight against dementia. I cannot think of a better way to honor a loved one than with a beautiful flower such as Dianthus 'Memories'."

PMA's Managing Director Chris Sargent also encourages continuing support for the project, which received an award for 'connecting green life to people's hearts in support of charity'.

This significant donation, towards a cause close to many Australians, is believed to be one of the biggest donations ever made from the sales of a single plant.

Mr Sargent explains, "It has 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."

Dementia is on the increase and statistics show that 900,000 people will be living with dementia by the year 2050, without a medical breakthrough.

You can lend your support by planting your own Dianthus 'Memories'. It could be planted in memory of a loved one, to a caregiver, or as a gift for someone living with the disease.

Dianthus 'Memories' is a compact, long flowering and dry tolerant garden plant with classic white blooms. It is widely available from all good Garden Centre's and chain stores in every state of Australia.

For further details, images and videos: visit www.pma.com.au

The National Dementia Helpline 1800 100 500 is available 9.00am to 5.00pm across Australia, Monday to Friday excluding national public holidays.