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BRUCE ULMER OF SEEDWAY NAMED TO PINK PUMPKIN PATCH FOUNDATION BOARD

(Hall, NY): The Pink Pumpkin Patch Foundation recently named SEEDWAY director of marketing, Bruce Ulmer, to its board of directors. A twenty-five year veteran of the seed industry, Ulmer joins the board consisting of growers, breeders and distributors of pumpkin seed with various ties to the fight against breast cancer.

SEEDWAY has partnered with DP Seeds, the breeder of Porcelain Doll pink pumpkin, and the Pink Pumpkin Patch Foundation, to channel donations to breast cancer research. Growers purchasing Porcelain Doll seed agree to donate 25 cents per Porcelain Doll pumpkin sold to the Pink Pumpkin Patch Foundation (PPPF). PPPF provides an annual grant to a chosen charitable organization focused on breast cancer research. Porcelain Doll seed is available from SEEDWAY for purchase. SEEDWAY offers free seed to FFA and 4H chapters nationwide to support the foundation's cancer-research funding efforts.

In 2012 and 2013, the PPPF awarded grants of \$30,000 to breast cancer research institutions. The foundation awarded Children's Hospital Oakland Research Institute in Oakland, CA as its 2012 recipient. Rush University Medical Center of Chicago, IL was recently named the 2013 recipient.

The Pink Pumpkin Patch Foundation was created in 2012 to aid in the fight against breast cancer. The foundation is made up of America's pumpkin growers that have committed to giving a percentage of proceeds from every pink pumpkin sold to organizations involved in breast cancer research. The foundation oversees the donations and ensures that the funds go directly to reputable organizations with the highest percentage of dollars spent on actual research. For more information visit www.pinkpumpkinpatch.com.

Headquartered in Hall, NY, SEEDWAY, LLC operates eight locations in four states from Vermont to Florida. A full-line seed company, marketing farm, turf and vegetable seed from the Rocky Mountains to the east coast and Ontario, Canada, SEEDWAY, LLC is a subsidiary of GROWMARK, Inc., Bloomington, IL. For more information visit www.seedway.com.