

News Release March, 2026

‘STRIKE ME PINK!’ again to support cancer care



Garden Centres of SA members are back again this coming weekend with a target of \$15,000 for the McGrath Foundation with their third Strike Me Pink! campaign.

The successful promotion has already raised \$30,000 over two years and this year it is hoped the total will increase to \$45,000 to support cancer care, thanks to their and their customers' support.

Pink is the colour of the McGrath Foundation and the colour of many flowers so the cause is a good fit for garden centres to support. 'Strike Me Pink!' was born in 2024, after one of the garden centres' family members was struck with breast cancer.

GCSA manager, Neville Sloss says "Each of the 12 centres across SA and in Broken Hill have been amazing over the past two years and we're hoping that customers will get right behind the promotion being held this weekend of March 21 and 22."

"Family owners of each centre were enthusiastic again and credit must go to the staff for joining in and importantly the customers for supporting the fundraising by buying raffle tickets, 'pink' plants and joining in other fundraising activities at the garden centres. Everyone is very pink during the campaign!"

Fundraising will take many forms – from guessing the number of pink jellybeans in a jar, to raffles for wheelbarrows full of plants and products, to part proceeds from the sale of pink plants going to the cause, and prizes for best dressed in Pink.

"The McGrath Foundation now supports nursing care for all cancer patients so we decided that we would support it again as our special community event of the year," Neville said.

Special Art auction online.

In addition, renowned Broken Hill artist Howard William Steer has donated an oil painting called 'Dragonfly' and it will be auctioned online during the campaign. (pictured above)

"The painting is one of his largest at 80cm x 80cm and is valued at over \$3,000, but who know what price it will go for at auction?" says Sloss. The auction will open on line on Saturday and close on Easter Monday April 6

Donations to Strike Me Pink! can be made directly online as well as bids for the painting. Links to both sites can be found on the GCSA website: gardencentressa.com.au