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Avow Foundation partners with West Coast Muscle Car Club for 20th Annual Car Show

The event will include about 300 new, vintage and custom vehicles to be judged by class and overall Best-In-Show

NAPLES, Fla. (July 14, 2023) – The Avow Foundation and West Coast Muscle Car Club announce their partnership in planning the 20th annual West Coast Muscle Car Club benefit car and truck show, scheduled Saturday, Jan. 27 at North Collier Regional Park.

“Avow is honored to collaborate with the West Coast Muscle Car Club for this milestone event that will bring fun and philanthropy together to benefit the Avow Kids program,” says Annalise Smith, Chief Philanthropy Officer at Avow. “We always appreciate the opportunity to engage with new audiences to educate the community about Avow programs and services, and to highlight the many creative ways people give to our mission.”

Proceeds from the show will assist in funding the Avow Kids program, which supports children ages 5-17 who are experiencing grief or loss in any capacity. A portion of proceeds will also be distributed among other local charities, such as the Collier-Lee Honor Flight and Shriners Transportation Fund.

Last year's event attracted over 300 exhibiting vehicles and raised over \$50,000 in donations. As Avow celebrates its 40th anniversary and the West Coast Muscle Car Club celebrates its 20th show, both organizations plan to not only meet last year's numbers but go far beyond them.

“We are looking forward to the opportunity to partner with Avow in support of the Avow Kids program,” says West Coast Muscle Car Club President Judy Ek. “Children have always been our club's primary mission. Our Board of Directors and club members are looking forward to working with Avow's dedicated team for our 20th annual show.”

The West Coast Muscle Car Club was founded in 2003 to bring together a group of like-minded individuals with not just a passion for cars, but also a passion for making a difference in their community. Over 100 members come together regularly for events across Southwest Florida to raise money for local non-profit organizations. Their annual car show attracts thousands of attendees and inspires many to donate, resulting in tens of thousands of dollars raised for charity. Over the last 20 years, the West Coast Muscle Car Club has donated over \$250,000 to local charities.

Although Avow is recognized as the leading choice for hospice care in Naples, its complete list of programs and services span a much broader area than just hospice. The Avow Kids program offers specialized grief and loss support to children in both group and one-on-one counseling sessions. Participation in the program is not limited to grief from the loss of a loved one; Avow Kids is open to all children who are experiencing any kind of loss, whether it is due to divorce, military deployment, instability in the foster care system and more. Aunt Janet's House on Avow campus acts as a meeting location for Avow Kids participants, where they can engage in music therapy practices and learn new and healthy coping skills. Events such as movie nights, summer camps, and holiday parties are regularly held to promote emotional wellbeing among children who are struggling with complex emotions.

About Avow:

Avow was founded in 1983 as Collier County's original, nonprofit hospice. Today, Avow's nonprofit companies provide palliative care consultations for adults facing chronic or serious illness, hospice care, and bereavement support services for children and adults. To learn more about the scope of services provided by Avow, call 239-261-4404 or visit www.avowcares.org.

About West Coast Muscle Car Club:

The West Coast Muscle Car Club of Naples, Florida began in 2003, quickly attracting plenty of members who share a passion for cars. WCMCC members aren't just enthusiastic about muscle cars; they are also committed to making things happen in the Southwest Florida community. This 501c3 organization has used the exciting draw of showing some of the most valuable and treasured cars in Southwest Florida to raise tens of thousands of dollars for local Collier County charities. To learn more about the WCMCC, visit www.westcoastmuscleclub.com.

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Media Contacts:

Holly Boldrin, APR, CPRC, Priority Marketing, Holly@PriorityMarketing.com, 239-267-2638 or 239-887-9335 (cell)

Kathy Becker, Priority Marketing, kathyb@prioritymarketing.com, 239-267-2638 or 239-470-2681 (cell)