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Avow to host annual Butterfly Release April 1 in Cambier Park

The event includes a butterfly exhibit, Remembrance Ceremony and release of butterflies

NAPLES, Fla. (March 10, 2023) – Avow's 17th Annual Butterfly Release is scheduled for Saturday, April 1 at Cambier Park in downtown Naples.

With over 1,000 butterflies to be released, the event is a beautiful and moving celebration of life and love. Registration is from 9 to 10:30 a.m. with music, activities for children and Avow's butterfly exhibit. The remembrance ceremony begins at 11 a.m. and includes inspirational readings, music and a public reading of names to honor the lives of loved ones, followed by the butterfly release. Avow bereavement staff will be in attendance for anyone who may need extra support.

"This annual event honors the lives of people we have lost in an uplifting way," said Jaysen F. Roa, Avow president and CEO. "The event is designed to celebrate life and beauty with the hope of allowing people to release some grief from their loss."

The event is generously endowed annually by the Gorlach Family. Participants may donate $50 to sponsor a butterfly in memory or in honor of a loved one, and the public may attend to watch the butterfly release for free. All proceeds go to support Avow's hospice and community programs.

For more information or to register a name, visit www.avowcares.org/butterflyrelease.

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 and 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.

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