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Avow Celebrates Life with Annual Butterfly Release in Cambier Park

Over one thousand butterflies were released to celebrate and honor loved ones

NAPLES, Fla. (April 19, 2023) – Avow held its 17th Annual Butterfly Release at Cambier Park in downtown Naples April 1. The event was open to members of the community to honor and remember loved ones and show support to families and individuals who are grieving.

Musical performances included Sheila Zellers, followed by performances from Avow's music therapists Jillian Iurlano and Madison Weeks. Attendees had the opportunity to visit the butterfly exhibit, participate in several Avow Kids activities, receive a free chair massage from Avow's massage therapy team or speak with an Avow staff member to learn more about Avow services. The Remembrance Ceremony included inspirational readings, music and a public reading of names to honor the lives of loved ones. At the close of the ceremony, the walls of the butterfly exhibit were removed, and one thousand butterflies took flight into the park in a moving display of remembrance.

The 2023 Butterfly Release raised more than $40,000 to benefit Avow's hospice and community programs. This funding helps Avow to continue to provide support and care to all members of the community through hospice, palliative care, Avow Kids and adult grief support services. The Butterfly Release is generously endowed annually by the Gorlach family, ensuring that this event

will continue in perpetuity to provide comfort to community by honoring and remembering their loved ones.

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.

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