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Avow honors Veterans at Purple Heart Appreciation Day Aug. 4

NAPLES, Fla. (July 21, 2023) – Avow Veterans Committee invites Veterans from all branches, their families and the community to a free event Friday, Aug. 4, from 10:30 a.m. to 11 a.m. at Avow's Dick Lee and Mary Martha Tonra Waterview Room in the Ispiri Community Center, 1205 Whippoorwill Lane, Naples.

"On Purple Heart Day, Avow recognizes and thanks U.S. service members who have been wounded or killed in combat or certain terrorist activities, or who were Prisoners of War," said Avow Business Development Director Jeff Alexander, who oversees Avow's Veteran Committee. "It is our privilege to honor service members and their families who have made huge sacrifices serving our country."

Participants will pay tribute to local Purple Heart Veterans and learn about the profound history of this military recognition. The history of this award goes back to the American Revolution and George Washington. Over the years, criteria for who can be awarded the Purple Heart have changed. The most recent change was 2015, when eligibility was extended to those wounded or killed by certain kinds of domestic terror activities. The first service member to be given the modern Purple Heart was General Douglas MacArthur for his service in the Pacific theater during World War II. In total there have been 1.8 million Purple Hearts awarded over the years.

Honorees will be recognized with a commemorative pin. Avow recognizes veterans in this way during ceremonies throughout the year, distributing approximately 2,000 pins annually.

The event is free, but seating is limited. Please RSVP to 239-285-9300 or 59minutes@avowcares.org.

Avow is a Level 5 Partner with We Honor Veterans, a program of the National Hospice and Palliative Care Organization (NHPCO) in collaboration with the Department of Veteran Affairs (VA).

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 avowcares.org.

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