



**FOR IMMEDIATE RELEASE**

**PHOTOS**

## **Remembrance Ceremony Raises More Than \$76,000 For Nonprofit Hospice Services**

*Avow's annual Butterfly Release soars to new heights with record amount fundraised*

NAPLES, Fla. (April 24, 2024) – Avow gathered hundreds of individuals in Cambier Park for its 18<sup>th</sup> annual Butterfly Release on April 6, 2024. The remembrance ceremony was marked by an outpouring of generosity, with attendees and supporters contributing more than \$76,000 to support Avow's mission. Funds raised will directly benefit Avow community bereavement programs, ensuring that it can continue to offer free grief and loss services to the community.

The ceremony gave flight to more than 1,000 butterflies, symbolizing hope, transformation, and remembrance. The moving celebration of life honored 650 loved ones as their names were read aloud during the ceremony. Attendees had the chance to experience a live butterfly exhibit, where individuals could interact directly with the butterflies. The ceremony included music by local musicians and Avow board-certified music therapists, inspirational readings, and various craft activities for children.

“We are grateful for the incredible support and generosity shown by our friends and neighbors in Southwest Florida,” says Avow President and CEO Jaysen Roa. “Our annual Butterfly Release is a time for us to come together, celebrate life, and remember those we have lost. We are honored to share this with the community and support them throughout life’s transitions, even years after the passing of a loved one.”

The Butterfly Release is generously endowed by the Gorlach Family. Avow also recognized key corporate sponsors who helped make the event possible, especially Voguel Roofing and Becker Custom Homes.

To view a recording of the Butterfly Release event, visit <https://youtu.be/aToPPqs4AFk?si=Vy60M5dxtOCF8m5->.

**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](http://www.avowcares.org).

**Media Contacts:**

Renee Stoll, Avow Director of Communications, [renee.stoll@avowcares.org](mailto:renee.stoll@avowcares.org),  
(239) 261-4404

###