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Contact:
Katie Thau
239-649-3689
Katie.Thau@AvowCares.org

Avow Honors Life & Legacy at Annual Butterfly Release

The SWFL community is invited to honor and remember loved ones and show support to families and individuals who are grieving

Naples, FL (March 6, 2025) — The 2025 Butterfly Release, an annual event held by Avow, is dedicated to honoring and remembering the lives of loved ones. This year's event will take place on Saturday, March 29, 2025, at Cambier Park in Naples, Florida. Avow invites the community to come together in remembrance, support, and reflection. The day's activities include a walk-through butterfly exhibit with over 1,000 butterflies, a heartfelt remembrance ceremony, and a symbolic butterfly release, offering a beautiful opportunity for all to pay tribute to those who have passed.

Event Schedule:

- **Butterfly Exhibit**: 9:00 a.m. – 10:45 a.m.
- **Remembrance Ceremony**: 11:00 a.m.
- **Butterfly Release**: Immediately following the ceremony

The event is for adults and families alike. Activities include children's craft stations, making it an interactive experience for guests of all ages. The remembrance ceremony will begin at 11:00 a.m. with inspirational readings, songs, and the reading of the names of those being honored and remembered. The ceremony will conclude with the release of more than 1,000 butterflies, a beautiful and symbolic tribute to honor loved ones.

Generously endowed by the Gorlach family, the event provides an opportunity for participants to have the name of loved ones read during the ceremony for a $55 donation to the Avow Foundation, which can be made by registering in advance. The Butterfly Release event is open to the public. For those unable to attend in person, the ceremony will be live streamed on Avow's Facebook page (facebook.com/avowcares).

Avow's dedicated bereavement counselors will be on hand for anyone who needs additional support during the event.

"We are honored to host this event each year," said Jaysen Roa, President and CEO of Avow. "The Butterfly Release provides an opportunity for our community to come together, reflect, and celebrate the lives of those we have lost. It's not only a symbolic gesture, but a meaningful and healing experience for families and the community as they remember their loved ones and keep their memories alive."

For more information or to register a name, please 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, hospice care, bereavement support services for children and adults, and Medicare-certified home health care. To learn more about the scope of services provided by Avow, call 239-261-4404 or visit www.avowcares.org.