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

Avow Recognizes World Hospice and Palliative Care Day

Avow honors patients and families across Southwest Florida

Naples, FL (October 8, 2025) — Avow joins organizations around the globe in observing *World Hospice and Palliative Care Day* (Saturday, October 11, 2025), a day dedicated to raising awareness of the critical role hospice and palliative care play in supporting patients and families facing serious illness.

Founded in 1983, Avow is Southwest Florida's trusted nonprofit provider of hospice care, palliative care, grief and loss support, and home health services. The organization ensures that high-quality care is available to all, regardless of ability to pay.

Hospice care, which began in the United States in the 1970s, focuses on providing comfort, dignity, and quality of life for people with life-limiting illnesses. Rather than attempting to cure, hospice care meets the physical, emotional, and spiritual needs of patients while supporting their loved ones. Palliative care offers a similar layer of compassionate relief for individuals with serious illnesses.

In 2024, Avow cared for more than 2,500 hospice patients and delivered nearly 4,000 palliative care visits through its Naples clinic and satellite locations across Southwest Florida. In addition to traditional medical services, Avow offers an Integrative Therapies Program, bringing comfort and symptom relief to patients through massage therapy, music therapy, and other evidence-based approaches. This program is fully funded through philanthropic support, reflecting the generosity of the community and Avow's commitment to whole-person care.

Avow's hospice and palliative care extends beyond clinical staff, with a robust volunteer program that provides compassionate support in both clinical and non-clinical ways. Volunteers bring companionship, administrative assistance, and other vital contributions that enhance the experience of patients and families every day.

"At Avow, we bring hospice and palliative care to wherever someone may call home—whether that's a private residence, an assisted living facility, or another care setting," said Jaysen Roa, President & CEO of Avow. "The Avow team ensures that every individual and family in our community has access to the care and support they deserve, no matter where they are in their journey."

About Avow:

Founded in 1983 as Southwest Florida's original nonprofit hospice, Avow has grown to serve the community through a broad range of care and support services. Today, Avow's family of nonprofit companies provides palliative care for those living with chronic or serious illness, compassionate hospice care, bereavement support for children and adults, and Medicare-certified home health care. To learn more, call 239-261-4404 or visit www.avowcares.org.