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Avow Celebrates Life, Love and Renewal at Annual Butterfly Release

The Southwest Florida community is invited to honor and remember loved ones at memorial event

NAPLES, Fla. (March 10, 2026) – In the quiet flutter of wings, memories take flight. Avow's Annual Butterfly Release returns Saturday, March 28, 2026, at its new North Collier Regional Park, where the Southwest Florida community will gather to honor and remember loved ones.

During this signature Avow event, more than 1,000 butterflies will fill the air following a remembrance ceremony that includes music, reflections and the reading of names. Each butterfly released serves as a symbol of transformation, hope, and the ongoing journey of life.

"This event is a meaningful pause for our community," said Avow President and CEO Jaysen Roa. "It brings families together across generations to honor those they miss while embracing the beauty of remembrance and renewal."

Event Schedule:

- **Butterfly Exhibit**: 9:00 a.m. – 10:35 a.m.
- **Remembrance Ceremony**: 10:45 a.m.
- **Butterfly Release**: Immediately following the ceremony

The morning begins with a walk-through butterfly exhibit from 9:00 to 10:35 a.m., offering guests an up-close experience with the butterflies. The remembrance ceremony begins at 10:45 a.m., immediately followed by the collective butterfly release.

Open to adults and families, the gathering also features children's craft activities and the supportive presence of Avow's bereavement counselors.

Endowed by the Gorlach family, the event provides an opportunity to have a loved one's name read aloud during the ceremony with a $55 donation to Avow Foundation. Those unable to attend may participate virtually via a live stream on Avow's Facebook page.

To learn more or register a loved one's name, visit www.avowcares.org/butterflyrelease.

About Avow:
Since 1983, Avow has served Southwest Florida as a nonprofit hospice. Today, Avow's nonprofit companies provide palliative care for individuals 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.