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Annual Butterfly Release Raises More Than $40,000 to Benefit Avow

Remembrance ceremony brings together hundreds for a community memorial event

NAPLES, Fla. (April 20, 2026) – Avow raised more than $40,000 at its 20th Annual Butterfly Release on Saturday, March 28, 2026, at North Collier Regional Park, drawing hundreds from across Southwest Florida for a moving tribute to loved ones. A signature community event, the Butterfly Release offers attendees a meaningful opportunity to pause, reflect, and honor those they have lost. Proceeds from the event will benefit Avow's Adult Grief & Loss Support program – vital services that are 100% funded through philanthropy and provided at no cost to participants.

This year's event brought together the Southwest Florida community in a powerful display of remembrance and connection. During the ceremony, more than 700 individual names were read aloud, honoring lives remembered and deeply missed. Nearly 2,000 butterflies were released, creating a breathtaking visual symbol of transformation, hope, and the enduring journey of life.

"For so many, simply hearing their loved one's name read aloud means everything," said Lea Pascotto, Manager of Adult Bereavement at Avow. "It's a powerful acknowledgment that their memory continues to live on in the hearts of others. Events like this create a shared space for healing, where people know they are not alone in their grief and can find comfort in community."

The event also featured a live, walk-through butterfly exhibit, offering guests a unique and intimate experience with these delicate creatures. The remembrance ceremony included music, poetry, and a reading of names, creating a moving atmosphere for all in attendance.

"This year was especially meaningful," said Avow President and CEO Jaysen Roa. "Not only did it mark the 20th anniversary of this cherished tradition, but it also allowed us to honor our beloved late founder, Glenna Hayhoe, whose vision and compassion continue to guide our mission. Her legacy lives on through every patient and family we support."

Endowed by the Gorlach family, the event continues to grow in impact each year. To revisit the experience, view the full ceremony on Avow's YouTube channel: Link

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.