When the system is short of memory it will call view controllers to prompt them to release their views and any data that can be dispensed with temporarily. The method called is didReceiveMemoryWarning. When the view is needed again it will be rebuilt. Did you write a Ν didReceiveMemoryWarning? iOS calls the default (super) method which will release the view if it is safe to do so. Your didReceiveMemoryWarning must call super and it should release any custom data it has created. Don't release the view. The call to super will do that if it is safe to do. Ν Was the view released? deprecated Ν Did you write a viewDidUnload? iOS will call viewDidUnload to do any more cleanup.