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For Immediate Release

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Tropical Odyssey – A New Exhibit at the Butterfly Pavilion

Denver, CO – Take flight this fall while exploring the Butterfly Pavilion’s new premier exhibit, Tropical Odyssey, where visitors will experience an incredible journey in conservation as they follow the life of a butterfly from South America to the Butterfly Pavilion.

Tropical Odyssey is an immersion, journey-based exhibit that engrosses visitors in the remarkable world of the butterfly and teaches them the vital importance of how sustainable business is helping to save the rainforests. It encourages this amazing discovery through hands-on interactive play, with 12 different activities, including a zip line.

The custom-built exhibit, at the Butterfly Pavilion from Saturday, September 19, 2009 through Sunday, March 28, 2010, is included with general admission.

As visitors travel through the exhibit, they will learn about the fascinating metamorphosis of some of the world’s most vibrant butterfly species, including the Blue Morpho butterfly, the Owl butterfly, the Zebra Longwing butterfly and the Malachite butterfly. Interactives such as “Picky Caterpillars” and “Pupation Peek-a-boo” will introduce the butterfly’s life cycle in an informal learning situation engaging several senses and appealing to different learning styles. The exhibit also includes both English and Spanish text.

Visitors will not only learn about the butterfly’s life cycle, but they will also be introduced to butterfly farming and other sustainable business practices.

Butterfly farming is a sustainable business that allows farmers to raise butterflies for a profit while protecting and using the native rainforests. The farmers use the intact rainforests around their farms to raise caterpillars and harvest chrysalides. They use the native host plants near their farms and a portion of native butterflies for the breeding programs. They then package the chrysalides and send them to butterfly houses around the world.

Income from sustainable businesses such as butterfly farming contributes to a strong and consistent economy for indigenous populations and others living in tropical rainforests. It also provides an alternative to less sustainable industries and keeps the rainforest intact.

Visitors will be immersed in the journey of a butterfly grown on a butterfly farm in the tropical forests of South America as it makes its way to the Butterfly Pavilion. The various interactives and hands-on manipulatives, supported by a rich story line, will guide the adventurer through this successful tale of sustainability.

Tropical Odyssey challenges visitors of all ages to join the Pavilion in its efforts to help halt tropical habitat destruction. Tropical Odyssey not only highlights the visionary impact of sustainable agriculture as a solution to rainforest destruction, but also addresses current challenges caused by deforestation and what individuals can do to support sustainability of natural resources.

By supporting the Butterfly Pavilion and other businesses that offer sustainable rainforest products, everyone can play a key role in conserving rainforest habitat. Admission fees to the Butterfly Pavilion are used to purchase butterflies and support butterfly farming. Every week the Butterfly Pavilion purchases 600 to 1,000 butterfly chrysalides from sustainable butterfly farms all around the world – the equivalent to \$80,000 annually.

The exhibit will allow visitors to explore everything in the world of butterfly farming, sustainability, and, of course, the amazing life of the butterfly. Major support for Tropical Odyssey has been provided by The Elevations Credit Union, The Community Foundation Serving Boulder County and individual donors. For more information about supporting the Butterfly Pavilion, please contact Hap Pitkin, Development Director at 720-974-1872.

The exhibit is included with general admission. Admission fees are \$7.95 for adults, \$5.95 for seniors (65+) and \$4.95 for children ages 2 to 12. Children under 2 are free with a paying adult. More information is available at www.butterflies.org or by calling 303-469-5441.

The exhibit is the first new exhibit at the Butterfly Pavilion in five years. Tropical Odyssey will be the first in a series of traveling exhibits that will be displayed at the Butterfly Pavilion through December 2010.

What: Tropical Odyssey Exhibit Opening

When: Saturday, September 19, 2009
9 am to 5 pm (last entrance at 4:15 pm)

Where: Butterfly Pavilion
6252 West 104th Avenue
Westminster, CO 80020
Just 15 minutes from downtown Denver off Hwy 36 and 104th Avenue.
The entrance is located on Westminster Blvd.

Contact: 303-469-5441
www.butterflies.org

Who: Open to the general public with paid admission

The Butterfly Pavilion is a Scientific and Cultural Facilities District (SCFD) funded organization. SCFD is metro Denver's unique commitment to its art, cultural and scientific institutions. A penny sales tax for every \$10 purchase in Adams, Arapahoe, Boulder, Denver, Jefferson, and northern Douglas Counties goes to support more than 300 non-profit organizations – from the smallest community groups to the largest regional museums.