



BUTTERFLY PAVILION

FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

Butterfly Pavilion Introduces New Ambassador Tarantula: Cast Your Vote to Name Her Between July 15-28, 2024!

Don't miss this unique opportunity to get up close with our new tarantula and play a part in naming her. Visit us, hold her, and make your voice heard!

WHAT:

Westminster, CO - Butterfly Pavilion is thrilled to welcome a new ambassador, the Chaco Golden Knee Tarantula (*Grammostola pulchripes*), to join Rosie and our esteemed invertebrate family. Native to parts of Argentina and Paraguay, this striking arachnid embodies our commitment to fostering appreciation and conservation of invertebrates.

Beginning Monday, July 15 (Rosie's birthday!), through Friday, July 28, the public is invited to visit Butterfly Pavilion and participate in naming our new tarantula ambassador and experience holding her. Choose from the names "Goldie," "Chaco," or "Oro" by casting your vote in person or online at: <https://butterflies.org/chaco-voting/>

Guests can also purchase additional votes online, with proceeds supporting Butterfly Pavilion's global initiatives in invertebrate research, conservation, and education!

WHY:

The Association of Zoos & Aquariums defines an ambassador animal as "an animal whose role includes handling and/or training by staff or volunteers for interaction with the public and in support of institutional education and conservation goals."

Comfortable around people, ambassador animals play a key role in connecting individuals with nature and the issues affecting the species and their native habitats. For both young children and adults, the thrill of being close to a wild animal can ignite a lifelong interest in learning more about a species or ecosystem and, importantly, in environmental conservation.

Ambassador animals are some of the most important members of their species, fostering a deeper understanding and appreciation of wildlife and the environment. Their presence and interaction with the public are essential in promoting conservation efforts and inspiring future generations to protect our planet.

Butterfly Pavilion also leads the Association of Zoos and Aquariums (AZA) Safety Web for the Arthropod Reproduction and Management (SWARM) program which focuses on keeping vulnerable arthropods (invertebrates like insects, spiders, and crustaceans) in zoo collections by breeding and refraining from wild collection.

This includes maintenance of sustainable populations for both Rosie, the Chilean Rose Hair tarantulas (*Grammostola rosea*), and the Chaco Golden Knee Tarantula (*Grammostola pulchripes*).

Our large collection of tarantulas also allows us to communicate with other zoos about breeding, husbandry, welfare, and conservation of this important species.

WHEN:

Voting takes place Monday, July 15 - Sunday, July 28

On-site interviews with Butterfly Pavilion representatives about the new ambassador animal will be available upon request.

WHERE:

Butterfly Pavilion
6252 W 104th Ave., Westminster, CO 80020

About Butterfly Pavilion:

Butterfly Pavilion has been part of the Colorado community since 1995 and is the first Association of Zoos and Aquariums (AZA)-accredited, stand-alone, non-profit invertebrate zoo in the world. Butterfly Pavilion's mission is to foster an appreciation of invertebrates by educating the public about the need to protect and care for threatened habitats globally, while conducting research for solutions in invertebrate conservation.

Beyond Colorado and the United States, Butterfly Pavilion conservationists are doing important invertebrate conservation projects around the world from Mongolia and Turks and Caicos to Tanzania and Sumatra, Indonesia.