

FOR IMMEDIATE RELEASE

Butterfly Pavilion Launches Self-Guided Audio Tour Powered by CheQRboard Technology, Made Possible by Strategus Partnership

Westminster, Colorado – Butterfly Pavilion is proud to announce the launch of a new self-guided audio tour, made possible through a corporate sponsorship partnership with Strategus, a Centennial-based digital marketing firm. The tour uses CheQRboard technology — a QR-code-based interactive platform — to deliver immersive, accessible, on-demand audio content to guests throughout the facility.

The audio tour is now live and available to all visitors at no additional cost. Guests simply scan QR code signs posted at eight stops throughout the building and gardens to access audio segments narrated in Butterfly Pavilion's own voice. The full tour runs approximately 20 minutes and can be completed at each visitor's own pace, with the length of each segment visible before listening.

The tour was designed with older teens and adults in mind, offering a deeper layer of science and storytelling that complements existing signage. It also provides a more sensory-friendly experience for guests who prefer to move through the exhibit with headphones and is translated in multiple languages.

Tour Stops Include:

- **Intro** — An overview of Butterfly Pavilion's mission and how to use the tour
- **Crawl-A-See-Em (CASE)** — Invertebrate adaptations, including stick insects and Rosie, Butterfly Pavilion's Chilean Rose Hair tarantula
- **Water's Edge** — Coral and anemone ecosystems, climate threats to aquatic invertebrates, and Butterfly Pavilion's work with Florida Reef Tract coral conservation
- **Wings of the Tropics** — Tropical butterfly and moth biology, carnivorous plants, and the story behind Butterfly Pavilion's sustainable butterfly farming partnerships
- **Legacies: Invertebrates of Mexico** — The role of insects in human culture and the monarch migration
- **Discovery Gardens** — Local invertebrate ecosystems and how every visitor can take action to protect them

About Strategus

Strategus is a digital marketing company specializing in connected TV and streaming advertising solutions. Their investment in Butterfly Pavilion's CheQRboard technology platform brings "Presented by Strategus" recognition to the QR scanning interface that powers the audio tour across the facility.

About CheQRboard

CheQRboard is an interactive technology platform that powers multilingual, QR-code-driven digital experiences in public spaces. The platform supports Butterfly Pavilion's ongoing commitment to accessible education — including multilingual translation features that extend the tour's reach to non-English-speaking guests.

Butterfly Pavilion is grateful to Strategus for making this experience possible and for their shared commitment to community education and engagement.

About Butterfly Pavilion

Founded in 1995, Butterfly Pavilion is the first Association of Zoos and Aquariums (AZA)-accredited, standalone, non-profit invertebrate zoo in the world. Located in Westminster, Colorado, Butterfly Pavilion is a global leader in invertebrate conservation, research, and education. From restoring pollinator habitats and conducting tarantula research to inspiring over 100,000 students each year, Butterfly Pavilion works locally and globally to protect the small but mighty animals that keep our planet thriving. Learn more at www.butterflies.org.