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**Butterfly Pavilion Celebrates Monarch Butterflies all November through**

**Monarch Magic**

***Visitors Will Experience an Enchanting and Educational Walk Among Hundreds of Monarch Butterflies, while Supporting Conservation Efforts***

**Westminster, CO – October 26, 2021 -** Butterfly Pavilion announces the return of one of its most beloved events, Monarch Magic opening on November 1 with a release of more than 300 Monarch Butterflies in the Wings of Tropics butterfly conservatory. Easily recognized by their large and vibrant orange wings, Monarchs as are a beloved and iconic species, a joy in every Colorado garden and the face of pollinators everywhere.

And now, visitors can walk among hundreds of them at Butterfly Pavilion within a tropical landscape filled with exotic blooms while learning about their vital role in sustaining a healthy eco-system that is necessary for the survival of all life on earth.

“We have found that exposing people to invertebrate species, such as Monarchs, and providing them education in an enchanting, magical natural environment, it fosters a new appreciation for the work that is required to protect them,” said Patrick Tennyson, President and CEO, Butterfly Pavilion. “Butterfly Pavilion is more than an invertebrate zoo, it is a global hub for invertebrate conservation, research and education with research projects being conducted around the world from Mongolia and Saudi Arabia to Peru and Indonesia.”

Monarchs carry out one of the most incredible cross-continental journeys in the animal kingdom, travelling upwards of 3,000 miles from Canada and the northern United States to the oyamel fir forests in the mountains of Mexico.

**A Cultural Tradition**

By supporting native Monarch populations, we're not only keeping an important pollinator population healthy, but also helping preserve unique cultural traditions. These butterflies hold an especially significant spot as one of the essential symbols in the Mexican tradition of Dia de los Muertos, or Day of the Dead. Every year, Monarch butterflies arrive at their overwintering grounds in Central Mexico by November 1st.

For this reason, they have been deeply tied with cultural traditions in the area. The arrival of the Monarchs is seen as the souls of beloved deceased friends and family and allows for the celebration of life and a day of remembrance.

“We celebrate this cultural tradition through Monarch Magic by opening our doors and providing a unique, unforgettable and enchanted experience for all.” Said, Tennyson. “Guests of Butterfly

Pavilion will not only leave with more knowledge about these magical butterflies, but with a little more magic and wonder in their heart.”

**Special Magic Monarch Admission**

**For this special month-long celebratory event, open daily from 9:00 a.m. to 5:00 p.m.,** Butterfly Pavilion is offering special Monarch Magic Ticket Packs that come with one Monarch stuffed animal per pack and save visitors up to $10 on two or four tickets!

* Monarch Magic 4-Pack featuring four discount tickets and one Monarch plush.  
  At $48 it’s a $10 savings
* Monarch Magic 2-Pack featuring two discount tickets and one Monarch plush.  
  At $32 it’s an $8 savings
* Individual tickets: Adult: $13, Child (2-12): $9, Senior: $11;SNAP and EBT will be accepted.

Visit <https://tickets.butterflies.org> to purchase tickets.

**About Butterfly Pavilion**

Founded in July 1995 and accredited by the Association of Zoos and Aquariums in 2014, Butterfly Pavilion is the first accredited, stand-alone, non-profit invertebrate zoo in the world, occupying a 30,000-square foot facility situated on an 11-acre campus provided by the City of Westminster, Colorado. Butterfly Pavilion’s mission is to foster an appreciation of butterflies and other invertebrates while educating the public about the need for conservation of threatened habitats in the tropics and around the world. Learn more at [www.butterflies.org](http://www.butterflies.org)

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