



**BUTTERFLY
PAVILION**

FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

Butterfly Pavilion's Grand Debut: "Origins: Building Life" Exhibit Unveiling on May 3!

WHAT: As the trailblazer in invertebrate research, conservation, and education, Butterfly Pavilion proudly presents its latest marvel: the eagerly awaited exhibit, "Origins: Building Life." Mark your calendars for Friday, May 3, 2024, as we invite you to join us for this exhilarating unveiling to the public!

Step back over 500 million years to the extraordinary Cambrian explosion, dubbed the "Age of Invertebrates," where a diverse array of animals burst onto the evolutionary scene. Our groundbreaking exhibit explores this pivotal moment, showcasing the emergence of prehistoric creatures that shaped life as we know it today.

Butterfly Pavilion guests will immerse themselves into a world of wonder with captivating activities, including virtual reality adventures, mesmerizing 3D holograms, encounters with animal descendants, and much more. Witness the epic tale of our animal ancestors and the dawn of evolution like never before!

WHERE: Butterfly Pavilion

6252 W 104th Ave., Westminster, CO 80020

WHEN: Launching: Friday, May 3: 9:00 a.m. – 5:00 p.m.

— Daily, Monday – Sunday: 9:00 a.m. – 5:00 p.m.

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.

Origins Exhibit Funding

The Origins exhibit was developed in collaboration with Daniel Meulemans Medeiros, Ph.D., Associate Professor at University of Colorado Boulder. This exhibit is based upon work supported by the National Science Foundation under Award No. 2054340. Any opinions, findings and conclusions or recommendations expressed in this exhibit are those of Butterfly Pavilion and do not necessarily reflect the views of the National Science Foundation.