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**Companies Commit to Butterfly Pavilion's New Sustainability Initiative
*BEE Sustainable Partners Program Supports Environment,
Healthy Invertebrate Ecosystem.***

Westminster, Colo., July 2, 2024 – Butterfly Pavilion announces new Businesses for Environmental Excellence (BEE) Sustainable Partners Program to help educate, engage, and activate employees and the community on how to support native pollinators and lead as good environmental stewards of open space in Colorado. Five leading Colorado companies are the first to step up and support this new initiative, including Southwest Airlines, Baseline by McWhinney, Xcel Energy, Arrow Electronics, and 9NEWS/KUSA.

"We are thrilled to have these leading companies onboard to address the threats to our state's native pollinators and their habitats," said Katie Johnson, Director of Partnerships at Butterfly Pavilion. "Global warming threatens all life forms. As the premier invertebrate research, conservation, and education institution, Butterfly Pavilion is dedicated to helping organizations and their employees make a difference. We must all work together."

Butterfly Pavilion is a global leader in invertebrate research, conservation, and education and plays a pivotal role in actively forging partnerships to expand our efforts in order to safeguard invertebrates in Colorado and worldwide. Invertebrates comprise 97% of all animal species on Earth, including vital pollinators such as butterflies, bees, beetles and even coral, and spiders. They are the unsung heroes of Earth's ecosystems, serving as the foundation of life itself.

"We're grateful to continue our longstanding collaboration with Butterfly Pavilion, which was instrumental in helping Baseline become the world's first Pollinator District, preserving and creating habitats that support Colorado's pollinators," said Kyle Harris, senior vice president of community development and general manager of Baseline. "Through our support of the BEE Sustainable Partners Program, our team will have the opportunity to walk the walk – engaging in and supporting invertebrate protection and conservation efforts in Colorado."

Invertebrates provide critical services that range from pollination of crops and wildflowers to soil creation and maintenance to habitat creation itself. Without them, the balance of nature would be disrupted.

- Scientists estimate that about 85% of the world's flowering plants depend on pollinators to produce.
- 87 out of the top 115 global food crops rely on these creatures.
- Collectively, pollinators contribute over a half a trillion dollars to global food production.

“Southwest Airlines is elated to collaborate with Butterfly Pavilion, demonstrating our shared commitment to reversing invertebrate population declines,” said Lexi Muller, Regional Manager, Corporate Responsibility, Southwest Airlines. “This partnership provides our employees with opportunities to engage in and support invertebrate protection and conservation efforts in Colorado.”

The BEE Sustainable Partners Program includes quarterly programming for leading companies passionate about sustainability. The programs goals include:

- Assisting with the restoration of 300 acres of pollinator habitat in 2024 in collaboration with eight area municipalities who coordinate with Butterfly Pavilion to protect native pollinators and restore Colorado prairie land.
- Employee volunteers helping horticulture staff on-site in Butterfly Pavilion’s pollinator gardens.
- Employees working hand-in-hand with Butterfly Pavilion staff to restore pollinator habitat in open-space
- BEE Sustainable native bee houses installed at the companies’ locations to showcase their commitment to native pollinators
- Lunch-and-learn events for employees with Butterfly Pavilion experts to learn how to support and conserve pollinators

“Butterfly Pavilion firmly believes that through collaboration with other important leaders we have the opportunity, resources, and responsibility to make a meaningful impact for these all-important animals,” stated Johnson.

Learn More: <https://butterflies.org/bee-sustainable/>

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, located in Westminster, Colorado. 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 research, conservation and education projects around the world from Mongolia and Tanzania to Turks and Caicos and Sumatra, Indonesia. www.butterflies.org

