



**BUTTERFLY
PAVILION**

Butterfly Pavilion Launches “Monarch Magic” Exhibition Blending Culture and Conservation, November 8 – 30, 2024

*Butterfly Pavilion Collaborates with Chicano Humanities and Arts Council for Special
November Día de los Muertos (Day of the Dead) Celebration*

WESTMINSTER, COLO. (Nov. 1, 2024) – Butterfly Pavilion is delighted to announce the anticipated return of its annual exhibition, "Monarch Magic." In collaboration with the Chicano Humanities and Arts Council (CHAC), the exhibition launches on November 8 with a majestic release of hundreds of monarch butterflies within the “Wings of the Tropics” butterfly conservatory. The month-long exhibition blends the ecological importance of monarchs with their cultural significance in Mexican culture.

“The monarch butterfly is not only a beloved ecological presence in Colorado gardens but also as a vital symbol in Mexican culture,” said Senior Lepidopterist Manager, Shiran Hershovich. “We are grateful to partner with the Chicano Humanities and Arts Council for Monarch Magic and hope our guests can learn about the importance of conserving these powerful pollinators.”

The Monarch butterfly resonates deeply within the Mexican tradition of Día de los Muertos, or Day of the Dead, as the arrival of the monarch is believed to be the spirits of those who have passed away. Coincidentally, these butterflies time their arrival to their overwintering sites in Central Mexico around the beginning of November, aligning with Día de los Muertos festivities. This synchronicity has led to the belief that Monarchs embody the souls of departed loved ones, making their timely appearance a poignant reminder of life, love, and memory.

Guests of Monarch Magic will have a once-in-a-lifetime opportunity to wander amidst these breathtaking creatures in a tropical setting, adorned with exotic blossoms. While inside Wings of the Tropics, guests can visit the community altar or “ofrenda” for Día de los Muertos and write a note to a loved one who has passed, courtesy of CHAC. Visitors can also travel to Mexico on a captivating virtual reality journey showcasing monarch congregations and enjoy a migration map activity to share family stories.

Monarchs are renowned for their astounding migratory journey, covering over 3,000 miles from the northern regions of the United States and Canada, all the way to the oyamel fir

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forests nestled in Mexico's mountainous terrain. By championing native monarch populations, we play a role in not just safeguarding a critical pollinator species but also in conserving invaluable cultural legacies.

By supporting activations like this exhibition and featured events, attendees are contributing to Butterfly Pavilion's crucial conservation endeavors.

To learn more about Butterfly Pavilion's efforts or purchase tickets, visit:
www.Butterflies.org/Monarch-Magic.

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, currently occupying a 34,000-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 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 Indonesia. Learn more at www.butterflies.org.