

## **Butterfly Pavilion Celebrates 30 Years of Advancing Invertebrate Conservation With New Exhibits and Initiatives**

### ***Protecting the 97% of Animal Species Essential to All Life on Earth for Three Decades***

Westminster, Colo. – February 21, 2025 - [Butterfly Pavilion](#), the world's first Association of Zoos and Aquariums (AZA)-accredited, nonprofit, standalone invertebrate zoo, proudly marks its 30th anniversary in 2025. For three decades, Butterfly Pavilion has been a global leader in research, conservation and education, dedicated to protecting invertebrates—creatures that, despite making up 97% of all animal species, are often overlooked yet form the very foundation of life on Earth.

"Invertebrates may be small, but they're behind so much of what makes life possible—from the food we eat to the air we breathe," said Nathalie Brochu, Interim CEO and Board Chair of Butterfly Pavilion. "These past 30 years were made possible by the support of our community, you have given us a platform to pursue our invertebrate research, conservation, and education efforts locally and around the world. Nothing brings us more joy than to see our community become as interested in invertebrates as we are!"

### **A Legacy of Impact**

Since opening its doors in 1995, Butterfly Pavilion has advanced tangible solutions through:

- **Habitat and Species Conservation:**
  - Restoring and protecting thousands of acres for vital species like bees, butterflies and tarantulas.
  - Implementing species survival plans and receiving prestigious grants, including AZA support to restore monarch butterfly habitat in Mexico.
- **Pioneering Research and Collaborations:**
  - Partnering with institutions like Colorado State University to enhance pollinator health and invertebrate science.
  - Conducting innovative studies on tarantula ecology and collaborating with state agencies to protect wildlife during critical periods.
- **Community Engagement and Education:**
  - Impacting over 60,000 students annually through immersive field trips, camps and virtual learning experiences.
  - Training community scientists and involving the public in monitoring and conserving butterfly populations via initiatives like the Colorado Butterfly Monitoring Network.
- **Local and Global Initiatives:**
  - Restoring urban prairies across Colorado, reducing human-wildlife conflicts in Tanzania and pioneering sustainable practices like butterfly farming in Sumatra to support conservation efforts worldwide.

### **30 Years of Wonder: A Yearlong Celebration**

As we celebrate 30 years of groundbreaking work, we honor our past achievements while looking ahead to a future where invertebrates—and the ecosystems they support—thrive. Our commitment

remains unwavering in the face of challenges like habitat loss and climate change contributing to what has been called the ‘insect apocalypse.’”

To mark this milestone, Butterfly Pavilion is launching a year of exciting new exhibits, special programs, signature events and immersive experiences. Throughout 2025, visitors of all ages can explore global conservation efforts, engage with interactive displays and take part in community celebrations that showcase the vital role of invertebrates in our world.

As we enter this next chapter, our commitment remains stronger than ever: to protect invertebrates, inspire action, and create a future where these essential species thrive. Join us as we celebrate 30 years of wonder—and look ahead to an even brighter future for nature’s smallest but most powerful creatures.

### **About Butterfly Pavilion**

Butterfly Pavilion, celebrating its 30<sup>th</sup> year in 2025, 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 Mexico to Tanzania and Sumatra, Indonesia. [www.butterflies.org](http://www.butterflies.org)

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