

FOR IMMEDIATE RELEASE
September 23, 2013

Press Contact: Nina Sazevich, (415) 752-2483; nina911@pacbell.net

EXTENDED!!!
Butterflies & Blooms

The Conservatory of Flowers' popular exhibition of live butterflies extended through the holidays due to overwhelming demand

Now through March 16, 2014

SAN FRANCISCO – O, come all ye butterfly lovers, back to the Conservatory of Flowers this holiday season and be transported to the warm days of spring as you enter a colorful cottage garden aflutter with hundreds of living butterflies on the wing. **Due to overwhelming demand, the Conservatory's exhibition *Butterflies and Blooms*, originally slated to end October 20, 2013, has been extended through March 16, 2014.** Visitors now have several more months to get eye to eye with more than 20 species of colorful and familiar North American butterflies including magnificent monarchs, Western swallowtails, red admirals, and more – a dazzling spectacle that is sure to banish the winter blues.

"Tourists and locals alike can't seem to get enough of *Butterflies and Blooms*," says Lau Hodges, Director of Exhibitions and Operations. "We've seen a huge increase of visitors since the show's opening, with lots of families returning multiple times to share the experience. We're thrilled to be able to tell the critically important story of pollinators to so many people, so it looks like the butterflies will be home for the holidays!"

Butterflies & Blooms is a unique opportunity to walk amongst a wide variety of brightly colored seasonal blossoms while free-flying butterflies flit from flower to flower, drinking nectar and getting covered in pollen. These goodwill ambassadors of the insect world provide a fascinating demonstration of plant pollination in action, and the exhibit is designed to highlight the critical role pollinators play in the life cycle of plants.

The Butterfly Bungalow in the middle of the gallery also lets visitors observe the pupae in their chrysalis stage. Many will be lucky enough to catch the moment when one of these winged beauties emerges.

All visitors receive a free butterfly identification booklet, including tips on growing your own delightful butterfly garden plus insight into these wondrous, age-old symbiotic garden relationships.

So, leave the winter wonderland to Frosty, and wing your way to the Conservatory of Flowers this holiday season!

Media sponsors for *Butterflies & Blooms* include The San Francisco Examiner, Alice@97.3, and KQED.

***Butterflies & Blooms* is open Tuesdays – Sundays from 10 am to 4 pm and is included with admission to the Conservatory. Admission for San Francisco residents (with proof of residency) is \$5 general; \$3 youth 12-17, seniors and students with ID; \$1.50 children 5-11; children 4 and under FREE. Admission for non-residents is \$7 general, \$5 youth 12-17, seniors and students with ID; \$2 children 5-11; children 4 and under FREE. The public should call (415) 831-2090 or visit www.conservatoryofflowers.org for more information.**

Background

The Conservatory of Flowers is a spectacular living museum of rare and beautiful tropical plants under glass. From Borneo to Bolivia, the 1,750 species of plants at the Conservatory represent unusual flora from more than 50 countries around the world. Immersive displays in five galleries include the lowland tropics, highland tropics, aquatic plants, potted plants, and special exhibits. Opened in 1879, the wood and glass greenhouse is the oldest existing conservatory in North America and has attracted millions of visitors to Golden Gate Park since it first opened its doors. It is designated as a city, state and national historic landmark and was one of the 100 most endangered sites of the World Monuments Fund.

###