



## NEWS RELEASE

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**For Immediate Release**

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### **Experience Morpho Butterfly Magic at Strong National Museum of Play® Through Labor Day**

Almost everyone knows something about the Monarch butterfly—but what do you know about the Blue Morpho?

Flutter by the *Dancing Wing's Butterfly Garden*® at **Strong National Museum of Play between now and Labor Day** for a special flight of fancy—**Morpho Magic!** This summer, Strong has stocked the garden with a large concentration of Blue Morphos in addition to the usual variety of colorful, tropical species. Learn all about these stunning blue butterflies and experience the garden's lush, rain forest environment in a new way.

When resting on a leaf, Blue Morphos are deceptively plain looking, with dull brown folded wings; but, when they unfold their wings and take flight, they reveal a brilliant display of blue iridescence. Come see a profusion of these unique creatures and learn educational tidbits about them with a special handout and butterfly facts sprinkled throughout the garden. Also, watch them emerge from their chrysalises in the garden's emergence chamber.

Did you know . . .

- Blue Morphos aren't really blue at all! Their wings have microscopic structures on their scales that reflect only blue light like a prism.
- There are about fifty species of butterflies commonly called "Blue Morphos," and the *Morpho peliedes* is the most common one in the garden.
- The undersides of a Morpho's wings have brown "eyes," which may serve as a defense mechanism to scare off predators.

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- Blue Morphos live about 115 days, but only fifteen are as adult butterflies. Most of their lives are spent in the caterpillar (larval) stage and the chrysalis (pupal) stage.
- Once a Blue Morpho caterpillar becomes a butterfly, it can no longer chew. Instead, it drinks using an elongated mouthpart called a proboscis.
- Blue Morphos like to drink the juice of rotting fruit. (Yum!)

Due to limited capacity, entry to *Dancing Wings Butterfly Garden* is by timed ticket only. Entry to the garden requires general museum admission fees plus an additional per person fee of \$3.00 for nonmembers; \$1.50 for members; Children under 2 free. Call 585-263-2700 to reserve and purchase tickets.

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Strong National Museum of Play®, located in downtown Rochester, New York, is the only museum in the world devoted solely to the study of play as it illuminates American culture.

**Museum Hours:**

Monday–Thursday, 10:00 a.m. to 5:00 p.m.; Friday and Saturday, 10:00 a.m. to 8:00 p.m.; Sunday, 12:00 noon to 5:00 p.m.

**Admission Fees:**

General Admission (does not include admission to *Dancing Wings Butterfly Garden*®): Adults \$10.00; Seniors \$9.00; Children (2–15) \$8.00; Children younger than two free; Strong members free.

**Admission to *Dancing Wings Butterfly Garden*®:**

General Admission fee plus \$1.50 for members, \$3.00 for nonmembers; Children under 2 free. Entry is by timed ticket only. Please call 585-263-2700 to reserve and purchase tickets.

**Parking:** Free parking is available at the museum for all guests on a first-come, first-served basis. Please note that, on high visitation days, the museum lot may reach capacity early in the day. If space is not available on site at the time of your visit, you will be directed to additional parking at neighboring municipal garages (fees may apply).