



# Cincinnati Park Board

MEDIA RELEASE

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CONTACT: Julie Horne, PIO (513) 357-2606

WHAT: **Announcing Sponsors for 2011 Krohn Conservatory  
"Butterflies of Brazil" Presented by Macy's and Humana**

**Cincinnati, OH** – The Cincinnati Park Board is delighted to announce that Humana and the Macy's Foundation will sponsor "Butterflies of Brazil" the 2011 international butterfly show at the Krohn Conservatory. Mr. Willie F. Carden, Jr., Director of Cincinnati Parks is delighted with the community spirit of these generous corporate partners. "Their support is essential in the Park Board's effort to provide healthy, wholesome family oriented activities and opportunities for our citizens."

According to Kim Curtis, Regional Marketing Leader with Humana, "Humana is very happy to be a major sponsor of the Butterfly Show at the Krohn Conservatory. Our relationship with Cincinnati Parks started in 2010 with Butterflies of Japan. It was a wonderful experience to be involved in a community event with record breaking attendance of over 90,000 visitors! Our associates and clients are thrilled to be associated with next year's Butterflies of Brazil, a family event of the highest quality." In addition to the financial support, volunteers from Humana donated hundreds of hours at Krohn during the Butterfly Show!

Mr. Carden describes the Park Board's appreciation for the continued Butterfly Show sponsorship by the Macy's Foundation. "Success is based in part on our ability to sustain long term relationships, like the partnership we have developed with Macy's. We are so appreciative that the Macy's Foundation has been a title sponsor for the annual Butterfly Show for most of its 16 years. It is remarkable that during current economic times, Macy's continues to support the Cincinnati community by presenting "Butterflies of Brazil" for the enjoyment and education of families throughout the region."

## **"Butterflies of Brazil" at the Krohn Conservatory: April 16 - June 19, 2011 Presented by the Macy's Foundation, Supported by Humana**

The Cincinnati Park Board presents its 16th annual Butterfly Show at the Krohn Conservatory– featuring the fascinating styles, sounds and soul of Brazil. In 2011 "Butterflies of Brazil" brings to Cincinnati the vibrant modernism, lush tropical flora & fauna and mystery of AfroBrazilian folklore. Admire the Samba Girl Butterfly lighting the façade, or the walkway painted with bold patterns of the Copacabana beachfront.

- Enjoy Carnivale/Samba inspired set designs inspired by the work of famous Brazilian landscape architect and artist Roberto Burle Marx, along with application of Park Board "green" design and recycling and reuse practices
- Stroll through Krohn Art and Culture Galleries that reveal the most beautiful and compelling stories of Brazil, from yesterday and today
- Krohn's celebrated Tropical Collections will be new stops on the butterfly show pathway, enhanced with cutout characters from Brazilian folklore, once believed to inhabit and "animate" nature. Krohn IPOD tours aurally expand these exciting discoveries.
- Come to the Krohn for special events throughout the eight-week show: weekend performances, Wednesday evening Happy Hours, food demonstrations, photo nights, dance lessons, and Breakfast with the Butterflies. Put on your samba shoes and join the party!

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