

Gunther von Hagens'

BODY WORLDS

The Original Exhibition of Real Human Bodies

& The Story of The Heart

BUFFALO
MUSEUM
of SCIENCE



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BUFFALO MUSEUM OF SCIENCE TO HOST MOST SUCCESSFUL TRAVELING EXHIBIT EVER *BODY WORLDS & The Story of the Heart* Opens July 9

BUFFALO, NY (May 20, 2009) -- Beginning July 9, Gunther von Hagens' *BODY WORLDS & The Story of the Heart*, the international traveling exhibition by pioneering scientist, Dr. Gunther von Hagens, will open for the first time in New York at the Buffalo Museum of Science for a limited engagement. The exhibition is presented by BlueCross BlueShield of Western New York and M&T Bank.

BODY WORLDS includes more than 200 specimens. More than 27 million visitors in 47 cities around the world, including the major capitals of Europe, have seen *BODY WORLDS* since its debut in 1995.

"We are delighted that Buffalo will join the ranks of world class cities that have presented *BODY WORLDS*. It is an educational, scientific, and cultural experience that we wished to bring to our community," said Mark Mortenson, CEO and president of the Buffalo Museum of Science. "Western New York wants, and deserves, the same type of world-class, educational and cultural opportunities as other major world cities."

"*BODY WORLDS* is a very compelling and visually fascinating exhibit, while at the same time, it teaches an important health lesson," said Jay Pomerantz, MD, senior vice president & chief medical officer, BlueCross BlueShield of Western New York, as well as a member of the board of directors for the Buffalo Society of Natural Sciences. "I am particularly pleased that this exhibit focuses on the heart, a very relevant issue in this community as we have some of the highest incidents of heart disease across the country."

"*BODY WORLDS* adds a whole new dimension to our conversations about health and the human body through compelling, unforgettable exhibits," states Darren J. King, Executive Vice President for M&T Bank. "While many in our communities struggle with the challenges of the present, this exhibit reminds us how today's lifestyle choices can significantly alter our future. M&T is committed to building better futures in our communities and delighted to sponsor this must-see event at the Buffalo Museum of Science." Darren King is also a Board Member for the Buffalo Society of Natural Sciences.

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- TICKETS ON SALE cont'd -

Tickets

Tickets for *BODY WORLDS* at the Buffalo Museum of Science are available immediately at www.sciencebuff.org, by calling (877) 687-3359, or at the Museum box office during regular museum hours (Wednesday – Saturday, 10am-5pm, and Sunday Noon-5pm). General Admission prices are \$22.00 for adults (ages 19-61); \$19.50 for seniors (62+); and \$16.00 for children 3 to 18 and students and military with ID.

Special rates for Museum Members and groups of 15 or more apply.

About the Exhibition

BODY WORLDS & The Story of the Heart is organized according to the major systems of the body, including the locomotive, nervous, reproductive, digestive and cardiovascular systems.

The exhibit also features a special presentation on the heart, revealing through the lenses of anatomy, cardiology, psychology and culture how this four-chambered muscle nourishes, regulates and sustains life. Through the life-like and dramatic poses of full-body specimens and detailed presentation of organs and body parts, guests gain profound insights into the structure and function of healthy and unhealthy bodies.

BODY WORLDS specimens, both organs and whole-bodies, have undergone Plastination—Dr. von Hagens' groundbreaking method of halting decomposition and preserving the body after death for medical study, which he invented in 1977. During Plastination, all bodily fluids and soluble fats are replaced with reactive resins and elastomers such as silicon rubber and epoxy resins, through a vacuum process. After gas, heat, or light curing, the specimens assume rigidity and permanence.

“The purpose of Plastination from its very inception was a scientific one, to educate medical students,” said Dr. von Hagens. “But the interest that laypeople had in the plastinated specimens inspired me to think of creating public exhibitions, which was followed by the realization that I had to offer a heightened sense of aesthetics, to avoid shocking the public and to capture their imagination.”

The striking whole-body plastinates in *BODY WORLDS*—people who in their lifetimes donated their bodies for Plastination for the express purpose of educating future generations about health—allow viewers to see inside the staggeringly complex and interconnected network of muscles, tendons and blood vessels that make up our bodies. More than 10,000 people have donated their bodies to Dr. von Hagens Institute for Plastination, 950 of them from North America.

“*BODY WORLDS* is a collaboration, a joint quest towards enlightenment between donor, anatomist, and visitor,” said Dr. von Hagens.

For more information about the exhibit, buying tickets, planning your visit, volunteer activities, field trips, private events and group sales, please visit www.sciencebuff.org.

About the Buffalo Museum of Science

The Buffalo Museum of Science is the non-profit educational institution dedicated to the study and interpretation of the natural and physical sciences. Its extensive collections of over 600,000 specimens and artifacts represent all facets of the natural world with an emphasis on Western New York as well as man-made objects spanning the globe. Based at 1020 Humboldt Parkway and anchoring Buffalo's East Side in Olmsted-designed Martin Luther King, Jr. Park since 1929, the Museum presents a wide variety of programs and services for children, teachers, families, adults, and community organizations throughout each year. The Museum also operates Tiff Nature Preserve in South Buffalo, a 264-acre urban wetland preserve on reclaimed former industrial land and seasonally sponsors archaeological exploration at the Hiscock Site in nearby Genesee County, NY, one of North America's richest Ice Age sites.

For further information on the Museum, call 716-896-5200 or visit www.buffalomuseumofscience.org.