

Gunther von Hagens'  
**BODY WORLDS**  
The Original Exhibition of Real Human Bodies  
& The Story of the Heart

**FOR IMMEDIATE RELEASE**

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**Additional displays added to *BODY WORLDS* for “I Quit” Week  
August 10-16**

BUFFALO, NY (August 10, 2009) - The startling contrast of healthy, white non-smoker’s lungs side-by-side the tarred, black smoker’s lungs is an image that has moved thousands of visitors at *Gunther von Hagens’ BODY WORLDS & The Story of the Heart* at the Buffalo Museum of Science.

One of the most dramatic displays at *BODY WORLDS*, this striking comparison has inspired visitors across the country to quit smoking. With the exhibit’s first time appearance in the State of New York, Museum President Mark Mortenson hopes the addition of the “I Quit” display will resonate with a state in which 18.9% of adults smoke and more than 23,900 kids under 18 start smoking each year.

The awareness initiative will feature an inspirational multimedia smoking cessation installation. The memorable PSA by the late actor Yul Brynner recorded before his death hauntingly echoes throughout the exhibit, “I want to make a commercial and say, now that I am gone. I tell you don’t smoke, whatever you do, just don’t smoke.” The display also includes pledge cards for visitors intending to give up smoking, and a repository where visitors can leave their last packs of cigarettes and take home information.

“I Quit” was conceived after exhibition cleaning crews kept finding unfinished packs of cigarettes on the glass display case containing the smoker’s lung. “Many visitors to the exhibition reported that they had tried everything to quit but only stopped after seeing the smoker’s lung,” said Dr. Angelina Whalley, a physician, and creative director of the *BODY WORLDS* exhibitions. “Each rejected pack marked a victory by one person against nicotine addiction.”

“We hope that for *BODY WORLDS* attendees, seeing a real smoker’s lung will drive home the reality of what damage tobacco use does to our bodies,” said Anthony Billoni, Coordinator of the Erie-Niagara Tobacco-Free Coalition. “Our part in *BODY WORLDS* will be to educate our community about the dangers of tobacco and to offer alternatives. For the smoker who wants to quit we offer the New York Smokers’ Quitline. For the community, we are helping to create smoke free apartment buildings and convincing retailers to stop selling tobacco.”

The Erie-Niagara Tobacco-Free Coalition will be on-site, at the Buffalo Museum of Science from Monday-Sunday with an Age Machine, showing those who smoke how they will look in the future if they choose to continue smoking.

More than 28 million visitors across Asia, Europe, and North America have seen *BODY WORLDS* since its debut in Japan in 1995.

### **About the Erie-Niagara Tobacco-Free Coalition:**

The Erie-Niagara Tobacco-Free Coalition was established in 1993, as a result of a collaboration of health and service agencies interested in reducing the risk of cancer, heart, lung and other tobacco-related diseases in Erie and Niagara Counties by decreasing tobacco use and exposure to secondhand smoke.

The Coalition conducts activities to educate the public about the health risks of tobacco use; educates the public about the benefits and limitations of public policies that impact tobacco use; compiles and disseminates resource information on tobacco and health; provides training to health professionals; teachers and human service personnel; operates a speaker's bureau; sponsors public information campaigns and provides funding to schools and youth organizations for prevention programming.

### **About *BODY WORLDS*:**

*Gunther von Hagens' BODY WORLDS & The Story of the Heart*, the international museum blockbuster seen by over 28 million people worldwide, is now open for the first time in New York at the Buffalo Museum of Science for a limited engagement.

This innovative public exhibition offers insights on the human body and disease with a special focus on the heart – an organ that is usually ignored until it suffers from distress and disease.

The exhibit features more than 200 authentic human specimens including whole bodies that have been transformed through Plastination—the groundbreaking science of preserving anatomical specimens invented by Dr. Gunther von Hagens in 1977. Contrary to any other exhibit, *Gunther von Hagens' BODY WORLDS* is the only anatomical exhibition featuring bodies willed by donors during their lifetime, for the express purpose of serving *BODY WORLDS'* mission to educate the public about health and anatomy. *BODY WORLDS* maintains a body donation program with more than 10,000 registered donors. It is currently on display at the Buffalo Museum of Science, 1020 Humboldt Parkway, Buffalo, New York, 14211.

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