

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

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BODY WORLDS offers Deep Discounts for College Students

BUFFALO, NY (September 1, 2009) – College students are invited to view the world’s most popular touring exhibit of all time, *Gunther von Hagens’ BODY WORLDS & The Story of the Heart* currently on display at the Buffalo Museum of Science. From September 14-18, starting at 4pm, College Week at *BODY WORLDS* will provide students with valid college ID card the opportunity to view this world-class exhibit for a mere \$10—more than 50% off the standard adult admission of \$22. Students must present their school ID at the Museum of Science box office to receive the College Week price.

College Week is designed as a special opportunity for students to attend *BODY WORLDS* at a discounted price, learning from the intricacies of the human body through real examples. By offering a special price to college students, *BODY WORLDS* strives to show young adults the details of disease and anatomy that cannot be shown with models. The *BODY WORLDS* exhibitions aim to educate the public about the inner workings of the human body and show the effects of poor health, good health and lifestyle choices. They are also meant to create interest in and increase knowledge of anatomy and physiology among the public.

“The purpose of Plastination from its very inception was a scientific one, to educate medical students,” said Dr. Gunther 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. *BODY WORLDS* is a collaboration, a joint quest towards enlightenment between donor, anatomist, and visitor.”

Over 28 million visitors in 53 cities across Asia, Europe, and North America have seen *BODY WORLDS* since its debut in Japan in 1995.

Event Details:

Exhibit: *BODY WORLDS & The Story Of The Heart*
Location: Buffalo Museum of Science, 1020 Humboldt Parkway, Buffalo, New York, 14211
College Week: September 14-18 (4pm-close)
Student Cost: \$10 (Typically \$22.00!)

About *BODY WORLDS*:

Gunther von Hagens’ BODY WORLDS & The Story of the Heart, the international museum blockbuster 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.