



Media Release

FOR IMMEDIATE RELEASE

Contact:

Sharif Frink, Director of Communications
(904)396-66674, shfrink@themosh.org

**GO INSIDE THE HUMAN BODY FOR A PEEK AT ITS MECHANICS WITH
MOSH'S NEW EXHIBIT *BODY WORLDS RX* OPENING SEPTEMBER 23**

JACKSONVILLE (August 2016) – The newest exhibition coming to the Museum of Science & History (MOSH) offers visitors the unique opportunity to dive deep and explore the intricate biology and physiology of human health and the dramatic effects of disease. *BODY WORLDS RX* opens on September 23, 2016.

From organs to muscles to the nervous system and to skeletal structures, *BODY WORLDS RX* gives unprecedented look inside the most sophisticated mechanism in the world, the human body.

Created by anatomist Dr. Gunther von Hagens, inventor of Plastination science and creator of the trailblazing *BODY WORLDS* exhibitions, the exhibit features Plastination, a complex technique that removes the fluids from the body and replaces them with plastics that harden.

The specimens on display show impressive comparisons and contrasts between healthy bodies and organs and those stricken with disease. Particular emphasis is put on some of the most common ailments such as back pain, arthritis, cancer, diabetes, obesity, cardiovascular diseases like arteriosclerosis and heart infarctions, dementia, and more.

“BODY WORLDS RX focuses on contemporary diseases that afflict children and adults and illustrates their causes and effects,” said Maria Hane, Executive Director of MOSH. *“BODY WORLDS RX showcases the most current research on top health issues. It’s a really perfect companion exhibit to our recently opened Health in Motion exhibit, and we hope that together both these eye-opening displays will inspire guests to adapt a healthier lifestyle.”*

Highlights of *BODY WORLDS RX* include:

- Cardiovascular diseases are the leading cause of death in the United States. Visitors will learn the functioning of the cardiovascular system; explore its dense and long network of arteries and how it can be affected by common diseases.
- Smoking and the lungs: It’s well known smoking is unhealthy, but how many have seen it with their own eyes? One look at the blackened smoker’s lungs alongside vibrant healthy lungs provides a dramatic and convincing appeal to anyone who cannot quit smoking.

-more-

- Locomotive system: Learn how a sedentary lifestyle causes effects that are noticeable in our locomotive system. In the exhibition diseases and ailments such as arthritis, back pain and other bone disorders are explained.
- Dementia: 24 million people worldwide suffer from Dementia, 5 Million of which are Americans. It is the 5th leading cause of death in Americans age 65 and older and will be growing dramatically. By 2050, 135 million people are expected to suffer from Dementia. A multi-media installation shows the effects to better understand this disease.
- Cancer is the second highest cause of death in the United States. Plastinated organs show cancerous tissues and tumor metastases.
- Obesity is widespread and continues to be a leading public health problem in the U.S. Almost a quarter of 2-5-year-olds and a third of adolescents are overweight or obese in the U.S. Obesity is impressively revealed in this exhibition through the juxtaposition of body slices of an obese and lean body.

BODY WORLDS RX is part of MOSH's 75th year celebration with special programming, new landmark exhibitions and events. Throughout the year, MOSH will host a dynamic alchemy of programs and exhibits that will serve to reflect on the past, celebrate the present and plan for the future, culminating with a celebratory event in November 2016.

###

Museum funding provided in part by the City of Jacksonville and the Cultural Council of Greater Jacksonville, Inc.; the State of Florida, Department of State, Division of Cultural Affairs, and the Florida Arts Council, and the National Endowment for the Arts; Historic Museums Grants-in-Aid Program assistance provided by the Bureau of Historical Museums, Division of Historical Resources, Florida Department of State, Secretary of State

About BODY WORLDS

The *BODY WORLDS* exhibitions are the most popular touring exhibitions in the world. More than 43 million people around the globe have seen the anatomical exhibitions so far. Created by physician and scientist Dr. Gunther von Hagens, these exhibitions brought anatomy to the public for the first time and were made possible through his revolutionary invention of a conservation technique back in 1977, called Plastination. Specimens on display originate from the Institute for Plastination's body donation program, which is comprised of more than 16,000 individuals who have willed their body for plastination.

About MOSH

The Museum of Science & History (MOSH) is located at 1025 Museum Circle near Friendship Park. MOSH, first chartered in 1941, inspires the joy of lifelong learning by bringing to life the sciences and regional history. Museum hours are 10 a.m. to 5 p.m. Monday – Thursday; 10 a.m. to 8 p.m. Friday; 10 a.m. to 6 p.m. Saturday; and noon to 5 p.m. Sunday. Admission is \$12.50 for adults; \$10 for students, active and retired military and seniors; and \$6 for children ages 3 through 12. There is no admission fee for children 2 and under or Museum members. *Admission is \$5 on Fridays.* Learn more at www.themosh.org.