



For Release
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**World Premiere of *BODY WORLDS RX* - Prescriptions for healthy living
Opens January 27, 2016 at McWane Science Center in Birmingham, AL**

On January 27, 2016, McWane Science Center in Birmingham, AL will offer a spectacularly unique chance for visitors to explore the intricate biology and physiology of human health and the dramatic effects of disease in *BODY WORLDS RX*. This new exhibit is presented by UAB Medicine.

This exhibition, from anatomist Dr. Gunther von Hagens—inventor of Plastination science and creator of the trailblazing *BODY WORLDS* exhibitions—will make its world premiere at McWane Science Center. His new exhibition focuses on the most prevalent contemporary diseases that afflict children and adults alike along with their causes and effects. *BODY WORLDS RX* is an informative and entertaining presentation of the latest research on top health issues and shall inspire visitors to embrace preventive healthcare.

From organs, to muscles, to the nervous system and to skeletal structures; visitors will have an unprecedented look inside the intricate systems of the most sophisticated mechanism in the world, the human body. Preserved by the process of 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.

“We are so happy to bring this exhibit to McWane and to Birmingham. As a science center, we want to bring exhibits to teach our guests and the public,” said Amy Templeton, President and CEO of McWane Science Center. “We are fortunate to have such great community partners with UAB Medicine to let us achieve our goal of opening this exhibit.”

Dr. Angelina Whalley, exhibition curator and creative and conceptual designer of the *BODY WORLDS* exhibitions adds, “*BODY WORLDS RX* shows human anatomy with far more detail than any textbook. I created this exhibition to encapsulate the key messages of *BODY WORLDS* and to make each of us aware of the challenges and consequences our current lifestyles may have on our body, our health and our wellbeing at all stages of our life. My intention is to empower the visitor to adopt health habits that are easy to integrate in our daily

routines. *BODY WORLDS* exhibits have had powerful and lasting effects on visitors, it is my goal that *BODY WORLDS RX* is a continuation and distillation of this idea.”

BODY WORLDS RX includes:

Iconic Whole Body Plastinates such as the X-Lady, the Pole Jumper, the Swimmer, the Ligament Body, and more.

Focus Points of the Exhibit:

- 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: We all know smoking is unhealthy, but have you seen it with your 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. Visitors will learn how smoking impacts the overall metabolism of the body.
- Locomotive system: Learn how our current sedentary lifestyle causes effects that are noticeable in our locomotive system. In the exhibition diseases and ailments such as arthritis, arthritis, back pain and other bone disorders are explained.
- Dementia: Twenty-four 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.

About McWane Science Center

McWane Science Center is a nonprofit, hands-on discovery museum and IMAX Dome Theater. Designed to inspire a life- long love of learning, McWane Science Center has welcomed millions of visitors since opening its doors in 1998. With four floors of interactive exhibits, McWane has an extensive lineup of science demonstrations performed daily by award-winning educators. Explorers of all ages flock year-round to see, to hear, to touch, and to experience the wonder of science in one of the South’s most unique venues. For more information, visit www.mcwane.org.

About UAB Medicine

Known for its innovative and interdisciplinary approach to research and patient care, UAB Medicine is an internationally renowned academic medical center and the premier health care facility in the state of Alabama. UAB Medicine delivers knowledge that will change your world through providing outstanding patient care; developing advancements in scientific discovery and biomedical research; and providing a strong foundation of education and training for professionals. We strive to be a place where patients want to come for care; employees want

to work; faculty want to practice and conduct research; students, residents, and fellows want to learn; and donors want to give to a better future. Learn more at uabmedicine.org.

About BODY WORLDS

The *BODY WORLDS* exhibitions are the most popular touring exhibitions in the world. More than 40 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 15,000 individuals who have willed their body for plastination. For more information, visit bodyworlds.com.

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