



MEDIA RELEASE

NEW BODY WORLDS VITAL EXHIBITION NOW ON IN JOZI

JOHANNESBURG, 01 March 2016: Proudly presented by Discovery, **BODY WORLDS Vital** is a unique exhibition celebrating the wonder, resilience and fragility of the human body. Visitors will get a detailed look at the human body and its keenly intelligent design, explore how it functions, and see what happens when disease strikes. This internationally acclaimed exhibition opens today at the Sci-Bono Discovery Centre in Newtown, Johannesburg. Book now at www.bodyworldsvital.co.za.

This is the first time “**Vital**” – one of 11 different BODY WORLDS exhibitions seen by more than 40 million people worldwide – is on show in South Africa. “As an organisation that continually looks for new ways to help people live healthier lives, we believe Dr Gunther von Hagens’ groundbreaking preservation process offers people a real-life opportunity to experience the wonder of the human body,” says Discovery Health CEO, Dr Jonathan Broomberg. “A specific focus for Discovery is to give people relevant tools and support to take care of their health and wellness at every stage of their lives, and through preventive medicine and innovative lifestyle interventions, our aim is to help prevent the onset and manage health conditions affected by lifestyle choices,” adds Broomberg.

Attending today’s opening is Dr. Angelina Whalley, Curator and Conceptual Designer of the BODY WORLDS exhibitions, who has flown in from Germany to introduce Vital to South Africa.

BODY WORLDS Vital offers every visitor – including anyone who saw the first BODY WORLDS exhibition in SA three years ago – a fascinating exhibition experience. Many of the Vital exhibits – including the centerpiece full body plastinates – are new to South Africa. The theme of this exhibition is also different, focusing on health, vitality, the body’s athletic potential, and the effects of certain major chronic diseases.

Visitors to the exhibition are invited to explore human anatomy, physiology and health through around 180 authentic specimens, among them whole-body plastinates, individual organs and transparent body slices. A pair of figure skaters performing a skillful lift, a soccer player dribbling a ball, and a chess player plotting his next move – each one illustrating different aspects of the body’s functioning and potential. Healthy and diseased organs are shown alongside each other, while displays of the nervous and cardiovascular systems show the intricacies of the highly complex human body. Specimens are permanently preserved through the process of Plastination, invented by famed scientist Dr. Gunther von Hagens.

The bodies on display have been willed by donors for Plastination to increase public awareness of the human body. To date, more than 15,000 donors around the world have bequeathed their bodies to Dr. von Hagens’ Institute for Plastination in Heidelberg, Germany after death.

The trailblazing, international BODY WORLDS series has been seen by more than 40 million people in over 100 cities across the world. Now BODY WORLDS returns to South Africa but with a new presentation, a new theme, and much more to learn and experience.



As a guideline, BODY WORLDS Vital is recommended for children aged 8+, who should be accompanied by an adult. Onsite parking and nearby weekend parking is available.

Afterwards, Vital will travel to Cape Town's V&A Waterfront from 9 August to 23 October 2016. ENDS

ABOUT DISCOVERY

Discovery Limited is a South African-founded financial services organisation that operates in the healthcare, life assurance, short-term insurance, savings and investment products and wellness markets. Founded in 1992, Discovery was guided by a clear core purpose – to make people healthier and to enhance and protect their lives. Underpinning this core purpose is the belief that through innovation, Discovery can be a powerful market disruptor.

The company, with headquarters in Johannesburg, South Africa, has expanded its operations globally and currently serves over 4.4 million clients across South Africa, the United Kingdom, the United States, China, Singapore and Australia. Discovery recently announced an intent to partner with Generali, a leading insurer in Europe, and has partnered John Hancock in the US. These new partnerships will bring Discovery's shared-value business model to protection industries in Europe and the US.

Vitality, Discovery's wellness programme, is the world's largest scientific, incentive-based wellness solution for individuals and corporates. The global Vitality membership base now exceeds three million lives in five markets.

Discovery is an authorised financial services provider and trades under the code "DSY" on the Johannesburg Securities Exchange.

ABOUT GREAT WORLD EXHIBITIONS

BODY WORLDS Vital is brought to South Africa by Great World Exhibitions – South Africa's leading promoter and presenter of internationally acclaimed touring exhibitions. Our proven track record and exclusive focus on delivering touring exhibitions reassure our partners of a commercially sound operating model and a professional service. Our objectives are to entertain, educate and inspire South Africans. We achieve this by showcasing the most exceptional and innovative exhibitions that captivate audiences all over the world. Since 2012, our team has successfully promoted and run three *BODY WORLDS & The Cycle of Life* exhibitions, two *Da Vinci – The Genius* exhibitions and two *TUTANKHAMUN – His Tomb and His Treasures* exhibitions at prime locations in Johannesburg and Cape Town.

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EXHIBITION INFORMATION

Exhibition Dates

1 March to 19 June 2016 inclusive

Venue

Sci-Bono Discovery Centre,
Corner of Miriam Makeba St & Helen Joseph St, Newtown, Johannesburg

Opening Times

9am – 6pm, 7 days a week. Last admission: 5pm
Estimated time to view the entire exhibition: 1.5 - 2 hours

Ticket Prices (excludes Audio Guide)

Adults (18 years+): Discounted weekdays: R120 pp;
Weekends, public holidays and school holidays: R160 pp
Children* (6 to 17 years): Any day, special child rate: R100 pp
Children 5 years and younger: Free
Family (2 adults + 2 children or 1 adult + 3 children)
Discounted weekdays: R360. Weekends, public holidays and school holidays: R440
* BODY WORLDS Vital is recommended for children aged 8+, an adult must accompany children

Audio Guides: R40 per unit

Group Bookings (per person)

Group (10+): R100 valid weekdays only
Schools (10+ learners) valid weekdays only
Entry only: 6 – 17 years: R80; 18+ years: R100; Teachers/adults: R120
Entry + Audio Guide: 6 – 17 years: R100; 18+ years: R120; Teachers/adults: R140

Bookings and Time-Slot tickets

Pre-online bookings are recommended. Tickets can also be purchased at the venue, subject to availability. Tickets are sold in 30-minute time slots to prevent overcrowding. When purchasing a ticket online, select the 30-minute period during which you wish to arrive at the exhibition. Once you have entered the exhibition, you are welcome to stay as long as you want within opening hours.

Online

More info and tickets: www.bodyworldsvital.co.za
Tickets: www.webtickets.co.za
Facebook: [greatworldexhibitions](https://www.facebook.com/greatworldexhibitions)
Twitter: [greatworldsa](https://twitter.com/greatworldsa)
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