



FOR IMMEDIATE RELEASE

CONTACTS:

Dana Lefko
American Lung Association
410-560-2120
dleko@marylandlung.org

Barb Cvrkel
BODY WORLDS 2
410-779-3372
b.cvrkel@bw.plastination.com

GUNTHER VON HAGENS' BODY WORLDS 2 AND AMERICAN LUNG ASSOCIATION OF MARYLAND LAUNCH I QUIT! CAMPAIGN

– Innovative Partnership Encourages Smokers To Kick the Habit –

BALTIMORE, MD (May 14, 2008) – *Gunther von Hagens' BODY WORLDS 2* and the American Lung Association of Maryland have partnered in efforts to help smokers kick the habit by launching the *I Quit!* campaign in conjunction with the *BODY WORLDS 2* exhibition now showing at the Maryland Science Center. The *I Quit!* campaign commenced on Monday, May 12 and continues through the end of the *BODY WORLDS 2* exhibit.

The *I Quit!* initiative features an inspirational multimedia installation inside the *BODY WORLDS* exhibit, including late actor Yul Brynner's memorable anti-smoking PSA, pledge cards for visitors intending to give up smoking and a repository where visitors can leave their last packs of cigarettes. There will also be take-home information available from the American Lung Association that includes a timetable of the immediate health effects choosing not to smoke has on your body and resources to help you quit smoking.

"Each year tobacco kills more than AIDS, legal drugs, illegal drugs, road accidents, murder and suicide combined. The American Lung Association of Maryland is proud to be a part of this innovative initiative that inspires people to take control of their health," says Mark Altemus, Leadership Board Chair of the American Lung Association of Maryland.

The *BODY WORLDS* organization started the *I Quit!* program in 2006 after several cleaning crews reported finding unfinished packs of cigarettes discarded near the "smoker's lungs" display in the exhibition. "Each rejected pack marked a victory by one person against nicotine addiction," says Dr. Angelina Whalley, a licensed physician and designer of the *BODY WORLDS* exhibitions. "Many visitors to the exhibition reported to us that they had tried everything to quit smoking but only stopped after seeing the smoker's lung on display."

The *BODY WORLDS 2* exhibit runs through September 1 at the Maryland Science Center. For information and tickets, visit www.marylandsciencecenter.org or call the 24-Hour Information Line at 410-685-5225, TDD: 410-962-0223. Discount coupons are available through the Lung Association by calling 410-560-2120 or logging on to www.marylandlung.org.

###

About the American Lung Association

Beginning our second century, the American Lung Association is the leading organization working to prevent lung disease and promote lung health. Lung disease death rates continue to increase while other leading causes of death have declined. The American Lung Association funds vital research on the causes of and treatments for lung disease. With the generous support of the public, the American Lung Association is “Improving life, one breath at a time.” For more information about the American Lung Association or to support the work it does, call 1-800-LUNG-USA (1-800-586-4872) or log on to www.lungusa.org.

About *BODY WORLDS: The Original Exhibition of Real Human Bodies*

BODY WORLDS is the original and acclaimed exhibition of real human body specimens that have been preserved through the process of Plastination. At the Maryland Science Center, more than 20 whole bodies presented in unique and insightful poses, including individual organs, and transparent body slices will offer visitors an in-depth view of the intricately designed human body, and comparative anatomy focusing on wellness and disease. The exhibition displays the anatomy, physiology, and effects of lifestyle choices on the human body. The exhibition has attracted more than 25 million visitors worldwide. For more information log onto www.bodyworlds.com.