



**PUBLIC RELATIONS**

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**2010 GET FIT PHILLY! WEIGHT LOSS CHALLENGE**  
***BODY WORLDS TO PARTNER WITH OPTIMAL SPORT HEALTH CLUBS FOR THIS  
EXCITING OPPORTUNITY FEATURING STATE-OF-THE-ART TECHNOLOGY***

**Philadelphia, PA – February 16, 2010 – *BODY WORLDS 2 & The Brain*** has partnered with Optimal Sport Health Clubs for the ***BODY WORLDS 2010 Get Fit Philly! Weight Loss Challenge***.

The Get Fit Philly! Weight Loss Challenge was open to online registration through February 15, 2010. The kick-off to the contest will be on **Monday, February 22, 2010 at 11:00am in the *BODY WORLDS* exhibition at The Franklin Institute**. At that time, the CEO of Optimal Sport Health Clubs, Jeffrey Shablin and business partner Domenic Gallelli with trainers from the health clubs will announce the five teams of two contestants chosen to participate in Get Fit Philly!

Prior to the announcement, each contestant will weigh-in to determine his or her starting weight and body measurements. Each contestant will have a consultation with the program doctor to assess individual fitness level. There will then be a weekly weigh-in to determine who has lost the most weight that week, with the results determined by the designated panel of judges utilizing a revolutionary new fitness assessment tool-- **The Polar Body Age Test**.

The Polar Body Age Test assesses an individual's biometrics, body composition and blood pressure. Everyone that uses the Polar Body Age system gets a completely unique and thorough assessment of his or her physical body age. Once someone has had his body age measured, he will receive an assessment sheet and a clear plan that outlines a detailed routine that could help him lower his body age. For more information, visit <http://www.polarusa.com/us-en>

Optimal Sport Health Club, using the results from the Polar Body Age Test, will then design a comprehensive personalized workout and meal plan for each contestant. This is an 8-week program that will culminate on April 16. Contestants must commit to attending the Health Club at least three days per week, following the fitness and nutritional plans, and an evaluation by a doctor.

"This is a great opportunity for 10 lucky people to get on track to a healthy lifestyle," said Shablin. "The Polar Body Age Test will provide contestants with all of the tools necessary to be successful."

The Winning team will be announced at The Franklin Institute on Friday, April 16. The team will receive a membership to Optimal Sport Health Club, a \$500.00 cash prize, Image Consultation and Makeover at Salon@5th and *BODY WORLDS 2* Gift Pack. The team that places second will receive a 3-month membership to Optimal Sport Health Club, P90X home fitness DVDs and *BODY WORLDS 2* Gift Pack.

Dr. Gunther von Hagens' *BODY WORLDS* anatomical exhibitions have driven the health message home to more than five million Americans in Los Angeles, Chicago, Cleveland, Toronto, Houston and Philadelphia. *BODY WORLDS'* long meditation on the human body compels thoughtful viewers to see that life is fleeting, and that the body though resilient is vulnerable to what we do it.

In the display, "Obesity Revealed," vertical slabs of a 300-pound man who died at age 50, show thick layers of whitish fat around distressed-looking organs. Similar slices of a 120-pound man with thinner fat layers and pinker organs are displayed at the same station. The display left its mark on Dana Morrisey, a 22-year-old college student who said her weight was out of control. "It was a case of reality bites. When I saw the obesity specimen, I knew what I would end up like if I didn't make some changes," said Morrisey.

In an exit survey at *BODY WORLDS* exhibition sites, 66 percent of visitors stated that they would pay more attention to their physical health in the future. In follow up interviews six months later, and visitor comments on *BODY WORLDS'* website, an overwhelming number of visitors stated that they made lifestyle changes in diet, alcohol, smoking, and exercise habits.

"Though the body has a memory and is affected by what we do to it, it also has an amazing resilience and capacity to change. Even small changes we make will pay off with big dividends," says Dr. von Hagens. "Many who have seen the exhibition say it gave them the impetus to change. Since our mission is health education, we consider such changes the true achievement."

**About Gunther von Hagens' *BODY WORLDS*:**

Dr. Gunther von Hagens invented Plastination in 1977 in an effort to improve the education of medical students. He created the *BODY WORLDS* exhibitions to bring anatomy to the public. The organs and whole-body plastinates in the exhibition derive from people who have, in their lifetime, generously donated their bodies for Plastination, to specifically educate future generations about health. More than 10,000 donors including more than 1,000 Americans have bequeathed their bodies to von Hagens' Institute for Plastination in Heidelberg, Germany.

**About The Franklin Institute:**

Founded in honor of America's first scientist, Benjamin Franklin, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. It is dedicated to creating a passion for science by offering new and exciting access to science and technology in ways that would dazzle and delight its namesake. For more information, please visit [www.fi.edu](http://www.fi.edu).

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