



May 27, 2008  
For Immediate Release

Contact: Julia Robinson Shimizu  
[jrobinsonshimizu@breathela.org](mailto:jrobinsonshimizu@breathela.org) 323-935-8050 x 233

## **World No Tobacco Day Event at *BODY WORLDS 3* High School Students to Promote Smoking Prevention and Lung Health**

**Los Angeles**—BREATHE LA's 4-U-N-I youth peer-to-peer smoking prevention group is promoting World No Tobacco Day in conjunction with *Gunther von Hagens' BODY WORLDS 3* exhibition's "I Quit" smoking cessation program on May 31. The event, which will feature student representatives from Beverly Hills High School's 4-U-N-I chapter, lung health professional Dr. Giovanni Smith, and kid-friendly activities from Radio Disney, takes place from 3:00 to 5:00 p.m. at the California Science Center.

BREATHE LA, *BODY WORLDS 3* and the California Science Center have partnered to promote World No Tobacco Day and launch the exhibition's "I Quit" smoking cessation program. Student representatives from 4-U-N-I and BREATHE LA board member Dr. Giovanni Smith will be on hand to provide information about the dangers of tobacco use, lung health and helpful tips on smoking prevention and cessation. Radio Disney's Road Crew will be on site with music and prizes and games and contests that promote smoking prevention and lung health.

*BODY WORLDS 3*'s "I Quit" multi-media display, which will be installed in the ongoing exhibition on May 31, will feature animated short films created by 4-U-N-I students; a BREATHE LA smoking prevention PSA in English and Spanish; and the American Cancer Society PSA that features Academy Award-winning actor Yul Brynner prior to his death from lung cancer. The "I Quit" program began after cleaning crews reported finding unfinished packs of cigarettes near the blackened smoker's lungs display in the exhibition. The program includes "I Quit" pledge cards, a repository where visitors can leave their last packs of cigarettes, and smoking and tobacco information handouts from BREATHE LA.

This World No Tobacco Day public education event is presented by BREATHE LA, *BODY WORLDS 3*, the California Science Center and Herbalife. The California Science Center is free and open to the public daily from 10:00 a.m. to 5:00 p.m.; *BODY WORLDS 3* is a specially-ticketed exhibition priced \$12.95-18.95; World No Tobacco

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Day activities will take place on Sat., May 31 from 3:00 to 5:00 p.m. The California Science Center is located in historic Exposition Park, just west of the Harbor (110) Freeway at 700 Exposition Park Drive. For information and directions, go to [www.californiasciencecenter.org](http://www.californiasciencecenter.org).

### **About BREATHE LA:**

BREATHE California of Los Angeles County (BREATHE LA) is an independent, non-profit organization dedicated to the future of clean air and healthy lungs in Los Angeles County. BREATHE LA was established in 1903 and has over a century of accomplishments. First established to fight then-epidemic Tuberculosis, BREATHE LA has long been a leader in efforts to improve air quality and lung health in Los Angeles. Now part of BREATHE California, a statewide organization, BREATHE LA is dedicated to service in our local communities. More: [www.breathela.org](http://www.breathela.org).

### **About 4-U-N-I:**

4-U-N-I is a teen-to-teen no smoking program led by high school students and supported by BREATHE LA. High school students can earn community service hours by implementing a 4-U-N-I program in their schools or by serving the community through a BREATHE LA summer internship. For details, contact BREATHE LA 4-U-N-I coordinator Tia McKinney at [tmckinney@breathela.org](mailto:tmckinney@breathela.org). More: [www.breathela.org/news/4-u-n-i-inspires-teens-quit-smoking](http://www.breathela.org/news/4-u-n-i-inspires-teens-quit-smoking).

### **About BODY WORLDS 3:**

*Gunther von Hagens' BODY WORLDS 3 & The Story of the Heart* is a 20,000 square-foot exhibition featuring more than 200 authentic human specimens including whole body plastinates, organs, translucent body slices, and the debut of a special presentation on the heart. Through the life-like and dramatic poses of full-body specimens and detailed presentation of organs and body parts, visitors gain profound insights into the structure and function of healthy and unhealthy bodies. At the California Science Center through Sept. 7, 2008. Admission ranges from \$12.95 to \$18.95. More: [www.bodyworlds.com](http://www.bodyworlds.com).

### **About the California Science Center:**

The Science Center's mission is as follows: "We aspire to stimulate curiosity and inspire science learning in everyone by creating fun, memorable experiences, because we value science as an indispensable tool for understanding our world, accessibility and inclusiveness, and enriching people's lives." The California Science Center and IMAX Theater are located in historic Exposition Park. The Science Center is open daily 10:00 a.m.-5:00 pm. *BODY WORLDS 3* has extended hours, 10:00 a.m.-9:00 p.m., Friday, Saturday and Sunday. More: [www.californiasciencecenter.org](http://www.californiasciencecenter.org).

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