

**\*\*FOR IMMEDIATE RELEASE\*\***

## IMAGINE EXHIBITIONS ADDS COVID-19 CONTENT TO GLOBAL PHENOMENON, REAL BODIES

*The new content premieres at REAL BODIES at Bally's, which is now open daily in Las Vegas, NV, and will be incorporated into all of Imagine's Real Bodies exhibitions around the world including the version opening at the South Florida Science Center and Aquarium in West Palm Beach, FL this fall.*

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**Atlanta, GA – August, 27, 2020** - Imagine Exhibitions, a leader in worldwide traveling exhibitions and entertainment, unveiled new components to their popular exhibition, *Real Bodies: The Exhibition*, that explore how the novel coronavirus, SARS-CoV-2, impacts the human body. Imagine Exhibitions is mindful of the important role that science communication plays in today's world as the public watches in real time as the scientific community works to understand and combat COVID-19. In support of science centers and museums, who play an important role as trusted institutions for science communication in their communities, Imagine Exhibitions has made these updates to provide a way for their partners and clients to deliver the most accurate, up-to-date, and clearly communicated information on the virus possible to their visitors. The new content recently debuted within the permanent installation of the exhibition, **REAL BODIES at Bally's**, in Las Vegas, Nevada and will also be a part of the touring version of the exhibition beginning in West Palm Beach at the **South Florida Science Center and Aquarium** starting September 28, 2020.

The attraction, featuring 20 real, perfectly preserved human bodies and more than 200 anatomical specimens now includes the latest science-based information about COVID-19, including **3-D printed virus models**, and a **COVID-19 short film** explaining in everyday language how the virus reacts to your body and how it can be spread. **Interesting facts** about the virus, including how it affects each of the different body systems, and related topics will be found throughout the exhibition, and social distancing **floor decals** will also continue the education with additional facts on COVID-19. Designed specifically to help the public understand the complex and cascading effect the virus has on our health, this newly added content complements the extraordinary bodies exhibition and presents a multi-faceted—yet easily understood—picture of COVID-19 from an anatomical perspective.

This new exhibition content was created by the Imagine Exhibitions team working alongside emergency medicine physicians and epidemiologists with experience in emerging infectious disease preparedness and response. The content represents the latest knowledge, amassed from the most recent research available. Some of this research is based on case reports and limited data and may evolve as the world continues to learn more about COVID-19.

"I am excited to share with the public the amazing work that our team collaborated on to create and enhance the exhibition in an effort to answer everyday questions about COVID-19," said CEO of Imagine Exhibitions Tom Zaller. "Our goal is to share with people the current findings about how this new virus affects the different systems of the body in an easy to digest form. The hope is that we all come out of the exhibition knowing a little more than when we went in."

As visitors explore the 11 galleries of the exhibition, they will now be able to learn about COVID-19 within the context of each major system of the human anatomy—from respiration to digestion to circulation. Additionally, in keeping with the exhibition's commitment to exploring the historical, cultural, and emotional context of the human body, it also addresses efforts related to treatment of the novel coronavirus, as well as the effects that the pandemic has wrought on human health and healthcare

beyond that which is directly attributable to the virus. The new content illustrates the complexity of viral infection, the science behind common symptoms, and the challenges that healthcare workers face in treating and preventing the virus within an informative and engaging context.

### **DID YOU KNOW? – Facts about COVID-19 from the exhibition**

- SARS-CoV-2 (the virus that causes COVID-19) binds 10 to 20 times more tightly to human cells than SARS-CoV (the virus responsible for SARS), which is one of the reasons why it can spread so easily.
- COVID-19 refers to the disease that the virus causes, not the virus itself. The WHO realized that calling the disease caused by the novel virus “SARS-CoV-2” might lead to some confusion and anxiety.
- A simple way to learn the difference between an epidemic and a pandemic is to think of the P in pandemic as in P for passport. A pandemic is an epidemic that travels.
- Each infected person, on average, spreads the virus to about three other people. In public health, this is called the R0.
- Speaking releases more viral particles than breathing, and speaking loudly may increase the rate at which infected particles are released. Speaking can release 2 to 10 times as many viral particles as a single cough. For this reason, it is important to wear masks and maintain social distance when around others.

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### **About Imagine Exhibitions**

Imagine Exhibitions is currently producing over 40 unique exhibitions in museums, science centers, zoos, integrated resorts, and non-traditional venues worldwide. In addition to developing successful traveling exhibitions, Imagine Exhibitions designs, opens, and operates permanent installations and venues, and consults on building, expanding, and directing museums and attractions. With diverse experience in the museum and entertainment industries, Imagine Exhibitions consistently develops exhibitions that educate and excite while exceeding attendance goals. For more information, visit [www.ImagineExhibitions.com](http://www.ImagineExhibitions.com) or find us on [Facebook](https://www.facebook.com/ImagineExhibitions).

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### **About REAL BODIES at Bally's**

**REAL BODIES at Bally's** reveals thought-provoking connections between human biology and the mysteries of the emotional human experience through a unique look at culture, beginning in ancient times with the dawn of humanity. **REAL BODIES at Bally's** is an immersive exhibition, filled with provocative and enriching displays of human life and death. The exhibition uses real, preserved human bodies juxtaposed by emotional insights to frame the epic story of human life from the first breath to the last. **REAL BODIES at Bally's** will transform the way audiences view biology, culture, and emotional connections, digging deeper into the beauty of life. [RealBodiesAtBallys.com](http://RealBodiesAtBallys.com)

### **About South Florida Science Center and Aquarium**



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The mission of the South Florida Science Center and Aquarium is to “open every mind to science” and the indoor/outdoor venue features more than 100 hands-on educational exhibits, a 10,000 gallon fresh and salt water aquarium, digital planetarium, Pre-K focused “Discovery Center,” 18-hole conservation-themed Mini Golf Course and quarter mile long outdoor science trail. The newest addition includes a \$2.5 million permanent exhibit, “Journey Through the Human Brain” and features the most advanced neuroscience research and technology in the world. New safety guidelines like social distancing and mask wearing are enforced.