



August 2011

In August, VCU Massey Cancer Center garnered more than 50 media hits in a variety of regional and national news outlets. *The Dallas Morning News* reported on a clinical trial led by Dr. Harry Bear that showed neoadjuvant chemotherapy is beneficial to breast cancer patients, and WTVR CBS 6 featured a study by Dr. May Kennedy that embedded breast and colorectal screening guidelines in entertainment formats. On ABC WRIC TV-8, Dr. Gordon Ginder provided expert commentary about the nationwide shortage of some cancer drugs. The *Los Angeles Times* cited Massey's Rural Cancer Outreach Program and the *Richmond Times-Dispatch* and several other press outlets reported on a number of fundraising events for Massey.

Please continue reading for more August 2011 highlights.

CITED RESEARCH

[*The Dallas Morning News*](#): "Adding Avastin to Neoadjuvant Chemotherapy Benefits Breast Cancer Patients," August 24, 2011

The NSABP-40 clinical trial directed by **Harry D. Bear**, M.D., Ph.D., was cited showing Avastin is beneficial to breast cancer patients when used as a neoadjuvant (pre-operative) treatment. Additional coverage appeared in [Medical News Today](#), [MedBlogs](#), [BioPortfolio](#), [Organized Wisdom](#), [FirstScience](#), [biocompare](#), [Sciencenewsline](#), [Breast Cancer prevention](#) and [Clinical Trials News Digest](#).

[WTVR CBS 6](#): "Many African American women are not getting cancer screenings," August 10, 2011

May Kennedy, Ph.D., was interviewed on WTVR CBS 6 discussing her study, Project REEL, that tests various entertainment formats to determine which is most effective in delivering breast and colorectal cancer screening guidelines.

EXPERT COMMENTARY

ABC WRIC TV-8: "Some cancer drugs in short supply," August 17, 2011

Gordon Ginder, M.D., was interviewed by local ABC affiliate WRIC TV-8 about the nationwide shortage of cancer drugs.

CENTER NEWS

[Richmond Times-Dispatch](#): "Philanthropists give \$30 million to Johns Hopkins for cancer research," August, 28, 2011

An article about a \$30 million gift to Johns Hopkins University mentioned the donors, William H. Goodwin Jr. and Alice T. Goodwin, have also donated generously to **Massey**. Additional coverage appeared in [The Johns Hopkins University Gazette](#), [johnshopkinsmedicine.com](#), [FierceBiotech](#), [Newswise](#) and [Advance](#).

[Richmond Times-Dispatch](#): "VMFA, VCU announce record \$115 million cash gift," August 25, 2011

An article covered a \$45 million bequest to VCU and mentioned the money will go to the medical campus, including **Massey**, for research and prevention of cancer and other degenerative diseases.

[WTVR CBS 6](#): "8th Annual Movin' & Groovin' 5K Run/Walk," August 24, 2011

A short article promoted the 8th Annual Movin' & Groovin' Event, which raised money for pancreatic research at **Massey**. Additional coverage appeared in [Henrico Citizen](#).

[Examiner.com](#): "Massey on the River benefits VCU cancer research," August 22, 2011

An article promoted Massey Alliance's signature fundraising event, **Massey on the River**.

[Frontstretch](#): "J.J. Yeley Shifts 'The Race For Research' Benefit Into High Gear," August 15, 2011

The Race for Research, an event organized by NASCAR Sprint Cup driver J.J. Yeley to raise money for cancer research at **Massey**, was featured. Additional coverage appeared on [Who?Won](#), [Paddock Talk](#) and [Catchfence](#).

[The Goochland Gazette](#): "LPGA Futures Tour professionals prepare for Richmond," August 8, 2011

An article featured the LPGA Futures Tour's Eagle Classic and mentioned proceeds from the tournament benefit **Massey**. Additional coverage appeared in [WorldGolf](#) and [Golfweek.com](#).

[Los Angeles Times](#): "A sad fate for some Southern women," August 3, 2011

The *Los Angeles Times* published an article about health disparities in Emporia, Va., and mentioned **Massey's Rural Cancer Outreach Program**. Additional coverage appeared in *Chicago Tribune*, *The Telegraph*, [The Nashua Telegraph](#), *Sun Sentinel*, *Sacramento Bee*, *Bellingham Herald* and CBS affiliate KWCH-TV in Kansas.