



## April 2011

In April, VCU Massey Cancer Center generated more than 60 media hits. Two prostate cancer clinical trials led by Dr. Mitchell Anscher continue to receive coverage in markets across the country. Dr. Thomas Smith commented in an article about the benefits of palliative care. *Virginia Business* reported on Massey's pursuit of National Cancer Institute (NCI) Comprehensive status. Several national and regional outlets cited Massey as a beneficiary of a number of fundraising efforts connected to VCU's NCAA Basketball Tournament run.

Please continue reading for more April 2011 highlights.

### **CITED RESEARCH**

[ABC WPVI-TV 6](#) (Philadelphia): "2 new ways to tackle prostate cancer," April 25, 2011

Two prostate cancer clinical trials led by **Mitchell S. Anscher**, M.D., aiming to reduce side effects associated with radiation therapy were reported. Additional coverage appeared on [ABC WFTV 9](#) in Orlando, [CBS WTVF-TV 5](#) in Nashville, [NBC WNDU-TV 16](#) in South Bend, In., [ABC KFSN-TV 30](#) in Fresno, Ca., and ABC KTBS-TV 3 in Shreveport.

### **EXPERT COMMENTARY**

*Lansing State Journal*: "Palliative care focuses on life," April 23, 2011

**Thomas Smith**, M.D., cited palliative care as a form of symptom management and a way to reduce medical costs in an article about the benefits of palliative care.

### **CENTER NEWS**

[Richmond Times-Dispatch](#): "Bulletin Board: Home and Garden calendar," April 30, 2011

An events listing featured **Massey's Secret Garden Party**.

[Virginia Business](#): "Massey and U.Va. centers seek 'comprehensive' designation," April 29, 2011

An article discusses **Massey's** goal to achieve National Cancer Institute Comprehensive designation.

[Richmond Times-Dispatch](#): "Two games Saturday will raise funds for charity," April 29, 2011

An article about two high school baseball games played at The Diamond mentioned that proceeds from T-shirt sales benefited the **Ally's Fight Cancer Fund at Massey**.

[Richmond Times-Dispatch](#): "VCU gets major financial gift," April 28, 2011

An article reporting a \$25 million gift to VCU from philanthropists James and Frances McGlothlin noted that **Massey** received a similar sized gift from Bill and Alice Goodwin in 2002.

[NBC WWBT-TV 12](#): "Richmond Futures Tour event gets title sponsor," April 26, 2011

It was noted that **Massey** will be the beneficiary of the 2011 Eagle Classic golf tournament in a story about the event finding a title sponsor. Additional coverage appeared on [CBS WTVR-TV 6](#) and [BunkerShot.com](#).

[Examiner.com](#): "Legal Information Network for Cancer honors outstanding advocates," April 26, 2011

Coverage of the Legal Information Network for Cancer's (LINC) annual luncheon announced that **Massey** was the presenting sponsor of the event.

[The Mechanicsville Local](#): "Services held Monday for development leader," April 20, 2011

An article was published about the death of Hanover County Economic Development Director Marc Weis in which readers were instructed to donate to the **Thomas Palliative Care Fund at Massey** in lieu of sending flowers to the family. Additional coverage appeared in the [Loudoun Times](#).

[CBS WTVR-TV 6](#): "Own A Piece Of VCU Basketball History," April 14, 2011

A news segment reported that part of the proceeds from Nikco Sports' limited-edition basketball commemorating VCU at the NCAA Tournament benefitted **Massey**. Additional coverage appeared on [CBS WDBJ7-TV](#) in Roanoke.

[Examiner](#): "Richmond mother's fight for life," April 3, 2011

An article about a local woman who has been diagnosed with four forms of cancer in 19 years mentioned she participated in a clinical trial at **Massey**.

[USA Today](#): "Dick Vitale to autograph 'Eat Crow, Baby!' banner for auction," April 1, 2011

ESPN analyst Dick Vitale was quoted promising to autograph and auction off a banner with proceeds going to the V Foundation, which supports cancer research at institutions like **Massey**. Additional coverage appeared in [Fox Sports](#), the [Richmond Times-Dispatch](#) (2) and [dailypress.com](#).

[Washington Post](#): "Va. Offices full of black and gold-clad workers on eve of big game," April 1, 2011

Governor Bob McDonnell was cited encouraging state employees to make a donation to the **Massey Challenge** and dress in black and gold on April 1 to support VCU Men's Basketball at the Final Four. Additional coverage appeared in another [Washington Post](#) article as well as in the [Richmond Times-Dispatch](#), [The News Virginian](#), [The Daily Progress](#), [Virginia Pilot](#) (2), [Madison Eagle](#), [ABC WRIC-TV 8](#), [ABC WSET-TV 13](#) in Roanoke and [Orange County Review](#).