



**August 2010**

In August, VCU Massey Cancer Center generated more than 75 media hits. Massey doctors were cited in a variety of media outlets including *USA Today* and *Hopewell News* for their perspectives on topics such as the benefits of palliative care and early detection of cancer in extending life. Additionally, novel research conducted by Massey scientists found new data on breast cancer, and a new link between inflammation and cancer was featured in leading news sources such as *Nature* and *Life Sciences*. Massey's new Health Information & Advocacy @ Your Library program received local press coverage in Campbell County, where the initiative was first launched. Collegiate high school student Linsey Kornblau's cross-country flight to benefit Massey received significant local media attention.

Please continue reading for more August 2010 news highlights.

### **CITED RESEARCH**

[Nature](#): "Sphingosine-1-phosphate is a missing cofactor for the E3 ubiquitin ligase TRAF2," August 27, 2010

Recent research by **Sarah Spiegel**, Ph.D., found a new link between inflammation and cancer. Additional coverage of this research appeared in [Todayshealthynews](#), [RedOrbit](#), [Medical News Today](#), [Newswise](#), [News-Medical.Net](#), [EndoNurse](#), [FirstScience](#), [Science Daily](#), [PhysOrg](#), [Breakthrough Digest](#), [Genetic Engineering & Biotechnology News](#), [HealthCanal](#), [e! Science News](#) and [Science Blog](#).

### **EXPERT COMMENTARY**

[USA Today](#): "Palliative care can help patients live longer," August 18, 2010

**Thomas J. Smith**, M.D., explained the benefits of giving palliative care early – rather than in the final days. This article was also picked up by [AARP](#) online and *Africa Leader*.

### **CENTER NEWS**

[Richmond Times-Dispatch](#): "Student's cross-country flight to benefit Massey Center," August 2, 2010

Collegiate teen Linsey Kornblau pilots her first cross-country flight to raise money for **Massey**. This story was also reported in the [Henrico Citizen](#) as well as on [WWBT NBC12](#), [WTVR CBS 6](#), WRLH Fox 35 and WRIC ABC 8 local news stations.

[\*News & Advance, The\*](#): "Website puts health information in reach at Campbell libraries," August 18, 2010.

The launch of Massey's new **Health Information & Advocacy @ Your Library** program in Campbell County was reported. The launch was also covered by ABC affiliate [WSET 13](#) and the [\*Blue Ridge Business Journal\*](#).