



## July 2010

In July, VCU Massey Cancer Center generated 90 media hits. *U.S. News & World Report* ranked VCU Massey 38<sup>th</sup> among all cancer centers in the country, and the Center was mentioned for several fundraising events in a variety of local news outlets including *Style Weekly*, *Richmond Times-Dispatch*, and WTVR CBS6's evening news and "Virginia This Morning." Massey research was reported in several newsletters published by *NewsRx*, an automated news service that scans medical journals and reprints studies in various medical-related, subscription-based e-newsletters.

Please continue reading for more July 2010 news highlights.

### **CITED RESEARCH**

[Thomson Reuters - Current Opinion in Investigational Drugs](#): "Toxicity issues in cancer drug development," July 23, 2010

**David A. Gewirtz**, Ph.D., and his co-authors published an opinion-editorial on the challenges of conducting translational research on the toxicity of targeted chemotherapy drugs due to the lack of effective lab and animal models used in predicting human effectiveness. (Reprinted in *NewsRx* e-newsletters *Obesity, Fitness & Wellness Week*, *Drug Week* and *Biotech Week*)

[Oncology](#) (must be registered): "Giving Honest Information to Patients with Advanced Cancer Maintains Hope," July 2010

A study conducted by **Thomas J. Smith**, M.D., **James Khatcheressian**, M.D., **Laurel J. Lyckholm**, M.D., and colleagues investigated whether giving accurate patient information regarding treatment effects and survival chances influenced patient hope versus more generalized prognoses. (Reprinted in *NewsRx* e-newsletters *Obesity, Fitness & Wellness Week*, *Cancer Weekly* and *Clinical Oncology Week*)

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

Research by **Sarah Spiegel**, Ph.D., and **Tomasz Kordula**, Ph.D., and a team of scientists found a new link between chronic inflammation and cancer. (Reprinted in *NewsRx* e-newsletters *Life Science Weekly* and *Science Letter*)

### **CENTER NEWS**

[U.S. News & World Report](#): "Best Hospitals," July 2010

**Massey** ranked 38<sup>th</sup> in the nation among all cancer centers by *U.S. News & World Report*. The news also was covered in a variety of online outlets including *Streetinsider.com*, [Newswise](#) and [Medical News Today](#).

[Richmond Times-Dispatch](#): "Chris Isaak to play Music for Massey benefit," July 22

Chris Isaak's performance at the **Music for Massey** benefit concert in Innsbrook was featured in the entertainment section of the *Richmond Times-Dispatch*. Also, the concert was a featured event in *Style Weekly*, concert promoters appeared on WTVR CBS6's "Virginia This Morning" and evening newscast, and it generated some buzz on Twitter.

[Midlothian Exchange](#): "Cancer 'Heroes' hike Grand Canyon, host Christmas in July," July 14, 2010

Two brothers associated with Connor's Heroes hiked the Grand Canyon in two days to raise awareness for childhood cancer; Connor's Heroes' Christmas in July program will bring gifts to **VCU Massey's** pediatric cancer patients.

[Petersburg Progress-Index](#): "CH Kiwanians raise money for Massey Cancer Center," July 12, 2010

The Colonial Heights Kiwanis Club raised \$10,000 for **VCU Massey** through its annual golf tournament.

### **SOCIAL NETWORKING BUZZ**

Connor's Heroes Foundation, with more than 1,000 FaceBook followers, posted several entries in support of **VCU Massey** fundraising events in July ([view Conor's Heroes' FaceBook wall](#)).