



September 2010

In September, VCU Massey Cancer Center generated more than 130 media hits. Research conducted by Massey scientists, including a chemotherapy/Viagra drug combination that was found to shrink tumors in vivo, the discovery of a key defense mechanism in leukemia cells, and results from a clinical trial using a new treatment for chemotherapy-induced pain, were covered ad nauseam and in leading news sources such as *FOX News* and *Forbes*. Dr. Cathy Bradley was quoted in *Oncology Times* about patient socioeconomic status in relation to cancer treatments and outcomes. Massey's Health Information & Advocacy @ Your Library program and a number of events benefiting Massey, such as Massey on the River, the Highlands-Massey Classic and Pink Ribbons of Hope golf tournaments, all generated media attention. Social networking buzz included Facebook posts by local business Quilting Adventures about a raffle in support of Massey, as well as posts by Connor's Heroes about a pediatric cancer research endowment fund the organization started at Massey.

Please continue reading for more September 2010 news highlights.

CITED RESEARCH

[e! Science News](#): "Key Leukemia Defense Mechanism Discovered by VCU Massey Cancer Center," September 30, 2010

Research by **Steven Grant**, Ph.D., **Paul Dent**, Ph.D., and **Paul Fisher**, M.Ph., Ph.D., discovered the mechanism in leukemia cells that trigger a protective response when exposed to a certain class of cancer-killing agents. Additional coverage appeared in [ScienceDaily](#), [PhysOrg](#), [HealthCanal](#), [NewsGuide](#), [R&D Magazine BreakThrough Digest](#) and in several other medical- and science-based media outlets.

[Fox News](#): "Viagra Could Also Be Used to Treat Prostate Cancer," September 28, 2010

Recent research by **Paul Dent**, Ph.D., found that the impotence drug Viagra, in combination with doxorubicin, a chemotherapy agent, enhances anti-tumor efficacy in prostate cancer while alleviating damage to the heart. Additional coverage appeared on New York's Fox-affiliate [WNYW-TV](#), Chicago's Fox-affiliate [WFLD-TV](#), Boston's Fox-affiliate [WFXT-TV](#), Dallas' Fox-affiliate [KDFW-TV](#), Atlanta's Fox-affiliate [WAGA-TV](#), D.C.'s Fox-affiliate [WTTG-TV](#), Detroit's Fox-affiliate [WJBK-TV](#), Phoenix's Fox-affiliate [KSAZ-TV](#), Houston's Fox-affiliate [KRIV-TV](#), Austin's Fox-affiliate [KTBC-TV](#), Tampa's Fox-affiliate [WTVT-TV](#), Orlando's Fox-affiliate [WOFL-TV](#), Twin Cities' Fox-affiliate [KMSP-TV](#), Montgomery, Alabama's Fox-affiliate [WCOV-TV](#), [Times of India](#), [The Daily Maverick](#), [The Daily Caller](#), [BioSpace](#), [Medical News Today](#), [MedIndia](#), [BioPortfolio](#), [FierceBio Tech](#), [Health Jackal](#), [Thaindian News](#), [Newstrack India](#), [ScienceDaily](#), [PhysOrg](#), [HealthCanal](#), [e! Science News](#), [Bioscience Technology](#), and in many other medical- and science-based media outlets.

[Medical News Today](#): "Commencement of a Phase II Clinical Trial of SG2000 in Ovarian Cancer," September 16, 2010

Massey was mentioned as one of the NCI-designated cancer centers participating in a phase II clinical trial studying the molecule SG2000 in ovarian cancer. Additional coverage appeared in [BioSpace](#), [Pharmiweb](#), [TherapeuticsDaily](#), [Rehab Management](#), [Applied Clinical Trials](#), and in several other medical- and science-based media outlets and on many NBC-affiliate websites.

[Forbes \(online\)](#): "Competitive Technologies' Calmare Therapy Treatment Medical Device Decreases Pain in Cancer Patients," September 8, 2010

A clinical trial conducted by **Thomas J. Smith**, M.D., studied the effectiveness of Competitive Technologies' Calmare® Pain Therapy Treatment for patients with chemotherapy-induced peripheral neuropathy. Additional coverage appeared in [Digital Producer](#), [Asia Pulse](#), [News-Medical](#), [benzinga](#), [TradingMarkets](#), and in additional financial and medical- and science-based news outlets.

EXPERT COMMENTARY

[Oncology Times](#): "Optimizing Care of Medically Underserved & Minority Populations: Targeting the Complex Clinical Problems," September 25, 2010

Cathy Bradley, Ph.D., discussed patient socioeconomic status in relation to cancer treatment and outcomes.

CENTER NEWS

[Chesterfield Observer](#): "Pink Ribbons of Hope Golf Tournament Set," September 29, 2010

An events listing featured the Eighth Annual Brandermill Women's Golf Association Pink Ribbons of Hope Golf Tournament to benefit **Massey**. Another article in the [Chesterfield Observer](#) included an event listing featuring the **Fifth Annual Highlands-Massey Classic golf tournament**.

[Mechanicsville Local](#): "Hanover Massey Cancer Center Support Group to Meet," September 28, 2010

An announcement and summary was published of a support group in Hanover for **Massey patients**.

[Environmental Expert](#): "BJ's Wholesale Club, Its Vendor Partners and Members Battle Breast Cancer for Fifth Straight Year," September 27, 2010

Massey was listed as a beneficiary of BJ's annual "Pink Picnic" fundraiser.

[World Golf](#): "GuaranteedGolfBalls.com Supports the Salisbury Massey Classic," September 23, 2010

Guaranteedgolfballs.com announced its sponsorship of the **2010 Salisbury Massey Classic**. Another article in [World Golf](#) noted that Devant Sport Towels will donate to **Massey** a portion of the sales from its new "Pink Ribbon Collection" golf towel.

[Richmond BizSense](#): "Say 'Bon Voyage' to Summer at Massey on the River," September 22, 2010

The annual fundraising event **Massey on the River** was featured.

[Chatham Star-Tribune](#): "Health Information Available at Library," September 21, 2010

The launch of Massey's "**Health Information & Advocacy @ Your Library**" program in Pittsylvania County was announced.

SOCIAL NETWORKING BUZZ

The local shop Quilting Adventures, with 650 Facebook followers, made several posts about their "**Quiltathon for Massey**" raffle ([view Quilting Adventures' wall](#)).

Connor's Heroes, with more than 1,000 Facebook followers, posted several entries about the **Pediatric Cancer Research Endowment Fund** the foundation established for Massey patients ([view Connor's Heroes' wall](#)).