March 2017

VCU Massey Cancer Center was highlighted in at least 38 media clips throughout the month of March. Nicholas Farrell, Ph.D., was interviewed for a study that found drugs containing gold might be effective in cancer treatment. Jaime Bohl, M.D., gave expert commentary regarding colorectal cancer screening and treatment; Leopoldo Fernandez, M.D., discussed a new surgical procedure for advanced abdominal cancers available at Massey; and Sarah Temkin, M.D., was interviewed about cancer prevention and detection. Additionally, Massey was recognized for its role in the Ukrop’s Monument Avenue 10k, receiving grant funding from the Virginia Tobacco Commission and colorectal cancer screening initiatives.

Please continue reading for further March 2017 highlights.

CITED RESEARCH

Health Medicine Network: “Mobile gold fingers,” March 2017

Nicholas Farrell, Ph.D., was featured for his research that found drugs containing gold might be effective in treating cancer and HIV.

EXPERT COMMENTARY

WTVR CBS 6: “March is Colorectal Cancer Awareness Month,” March 23, 2017

Jaime Bohl, M.D., provided expert commentary on colorectal cancer screening, prevention and treatment options.

WRIC ABC 8: “New Massey procedure offers hope to patients with advanced abdominal cancers,” March 2, 2017

Leopoldo Fernandez, M.D., was interviewed about a new procedure for patients with abdominal cancers. The Richmond Times-Dispatch also reported on the procedure.

WTVR CBS 6: “Tips to reduce your risk of cancer,” March 1, 2017

Sarah Temkin, M.D., discussed tips for cancer prevention and detection.
**CENTER NEWS**


A community calendar promoted **Massey support groups** on nine occasions.

*Richmond Athletics:* “Spiders Set to Lace Up 4 Pediatric Cancer on April 8,” March 28, 2017

An article showcased baseball players who visited pediatric cancer patients at **Massey**.

*Richmond Times-Dispatch:* “Monument Avenue 10k notebook: Organizers recommend a brisk pre-race pace,” March 28, 2017

A newspaper reported on the Ukrop’s Monument Avenue 10k that benefited **Massey**. 99.3-105.7 **Kiss FM** and *Richmond Free Press* provided additional coverage.

*Emporia News:* “VCU Massey Cancer Center Presents ‘Cooking With Sweet Potatoes,’” March 28, 2017

An article promoted a healthy cooking program hosted at **Massey’s Cancer Research and Resource Center of Southern Virginia**. The *Brunswick Times-Gazette* provided additional coverage.


An article highlighted the Richmond Brunch Weekend to benefit **Massey**. *As Told Over Brunch*, *WRIC ABC 8* and *WTVR CBS 6* also covered the event.

*Chesterfield Observer:* “Monacan’s Megan Walker receives national award,” March 22, 2017

A newspaper mentioned a **Massey fundraiser**.

*Brunswick Times-Gazette:* “Schools participate in ‘Project Healthy Living in Brunswick County,’” March 22, 2017

An article reported on a **Massey partnership** with the Brunswick County School Board.


A news outlet reported that Steam Bell Beer Works partnered with the **Massey Alliance** to donate a portion of its sales from a signature beer. The *Richmond Times-Dispatch* and *Chesterfield Observer* provided additional coverage.

*WBTM Danville:* “Health Beat with Kathryn Davis,” March 20, 2017

A radio station underlined **Massey’s colorectal cancer screening initiatives**.
**Danville Register & Bee:** “Center conducts colorectal cancer survey in Dan River Region,” March 13, 2017

An article reported on colorectal cancer research conducted by **Massey’s Cancer Research and Resource Center of Southern Virginia**.

**The Gazette-Virginian:** “Cancer Centers get tobacco commission grant,” March 9, 2017

An article mentioned **Massey’s Cancer Research and Resource Centers of Southern Virginia** for receiving grant funding from the Virginia Tobacco Commission. The **Danville Register & Bee** and **WSET ABC 13** also reported on the funding.

**Tulsa World:** “Medical: Pragatheeshwar Thirunavukarasu, M.D., CANCER TREATMENT CENTERS OF AMERICA,” March 5, 2017

An outlet profiled a **former Massey oncologist**.

**WRIC ABC 8:** “A ‘pub shed’ with purpose at the Richmond Home + Garden Show,” March 3, 2017

Richmond’s ABC affiliate reported on an organization that donates to **Massey**.

**Richmond Magazine:** “The Scientific Method,” March 3, 2017

**Massey** was featured in an article about the dean of the VCU School of Medicine.

**The Jerusalem Post:** “When Bad News Is Fake News, It’s Bad News,” March 1, 2017

An article mentioned a survey conducted by **Massey researchers**.

**eVince Magazine:** “March Calendar,” March 2017

A community calendar promoted a support group organized by **Massey’s Cancer Research and Resource Center of Southern Virginia**.