August 2013

In August, VCU Massey Cancer Center generated more than 40 media hits in a variety of national and regional news outlets. The spouse of a Massey patient shared her positive experience at Massey in an article on the Huffington Post. Research by Paul Fisher, Ph.D., and research co-authored by Steven Grant, M.D., was covered by many national science and medical news publications. On WRVA radio, Harry Bear, M.D., Ph.D., provided expert commentary on how cancer is being redefined. Local media outlets in southern Virginia reported on Massey’s and Community Memorial Healthcenter’s grand opening of the Solari Radiation Therapy Center in South Hill. Fundraising and cancer education and awareness events were also covered. Please continue reading for more August 2013 highlights.

CITED RESEARCH

**Medical Daily**: “New Recipe To Treat Multiple Myeloma? Scientists Combine Turmeric Spice With Thalidomide,” August 20, 2013

Research co-authored by Steven Grant, M.D., that developed hybrid compounds from turmeric and thalidomide to effectively kill multiple myeloma cells was featured. Additional coverage appeared in **ABC WRIC TV-8, Bionity, BioPortfolio, Hematology Times, Kenya Star, Laboratory Equipment, Medical News Today, MediLexicon, Natural News, Nutrition Horizon, Science Blog, Science Codex, Science Daily, The Myeloma Beacon, and Truth Dive.**

**Oncology Nurse Advisor**: “MDA-9/syntenin gene may help detect, manage bladder cancer,” August 19, 2013

Research by Paul Fisher, Ph.D., that found the gene mda-9/syntenin helps regulate the growth and spread of bladder cancer was featured.

EXPERT COMMENTARY

**WRVA 1140**: “Redefining Cancer,” August 6, 2013

Harry Bear, M.D., Ph.D., provided expert commentary on how some cancer experts are suggesting that non-invasive cancers should no longer be called cancer.

CENTER NEWS

**SWVA Today**: “Cancer study group coming to Tazewell,” August 26, 2013

An article announced that Massey would be presenting plans to conduct a cancer needs assessment in the Cumberland Plateau Planning District at an upcoming community meeting at the Tazewell County Health Department.

**Style Weekly**: “Tenth annual Movin’ and Groovin’ 5-K Run and Walk,” August 24, 2013
An event listing announced the Movin’ and Groovin’ 5K Run and Walk to benefit Massey.


An article mentioned a Men’s Health Awareness program hosted by Massey.

Richmond BizSense: “Saks Fifth Avenue Richmond teams up with VCU Massey Cancer Center for the 2013 Key to the Cure charity shopping weekend,” August 18, 2013

Saks Fifth Avenue’s Key to the Cure event to benefit Massey was announced.

South Hill Enterprise: “Area has new weapon in fight against cancer,” August 18, 2013


The spouse of a Massey patient shared her positive experience at Massey.

ABC WRIC TV-8: “Former Redskins Player Starts Cancer Foundation in Wife’s Memory,” August 16, 2013

A Massey patient was highlighted in a story about former NFL player Chris Draft’s efforts to support lung cancer awareness and research.

Richmond-Times Dispatch: “VCU to lead major study of concussions,” August 12, 2013

Massey was mentioned in an article about VCU’s new concussion research efforts.

News & Advance: “At Campbell County libraries, residents can get valuable health resources,” August 8, 2013

An article featured the success of Massey’s partnership with Campbell County libraries in providing access to valuable health resources.


An article announced the Music for Massey event to benefit Massey.

WSET-TV: “Good Morning Virginia,” August 1, 2013

Massey was mentioned for its cancer prevention study in Pittsylvania County.