



November 2015

The month of November included more than 25 media hits for VCU Massey Cancer Center. Massey breast imaging specialists Priti Shah, M.D., and Gilda Cardenosa, M.D., provided expert commentary in response to the American Cancer Society's revised breast cancer screening guidelines; and Andrea Ferreira-Gonzalez, Ph.D., was interviewed about next-generation DNA sequencing for the treatment of cancer. Also, the ribbon-cutting ceremony for Massey's Cancer Research and Resource Center of Southern Virginia in Lawrenceville was featured in multiple publications, and a million-dollar fundraising event to benefit Massey circulated around local news outlets.

Please continue reading for more November 2015 highlights.

EXPERT COMMENTARY

[WTVR CBS 6](#): "Doctors and health advocates react to breast cancer screening changes," November 6, 2015

Priti Shah, M.D., was interviewed about the American Cancer Society's updated breast cancer screening guidelines.

[WTVR CBS 6](#): "VCU Breast Imaging Director: New breast cancer screening guidelines are a mistake," November 5, 2015

Gilda Cardenosa, M.D., gave expert commentary in response to the American Cancer Society's revised breast cancer screening guidelines.

[Reuters](#): "QIAGEN Expands Clinical Decision Support for NGS in Oncology Labs," November 2, 2015

Andrea Ferreira-Gonzalez, Ph.D., provided commentary on VCU's collaboration with a bioinformatics company to streamline next-generation sequencing results for clinical laboratories.

CENTER NEWS

Style Weekly: "Choices, Choices," November 25, 2015

A reader survey identified **Massey** as a notable local charity.

[Williamsburg Yorktown Daily](#): “Kathy Hornsby Receives Community Builders Award from Masonic Lodge,” November 24, 2015

Massey was mentioned in an article about a charitable Williamsburg-area resident.

Danville Register & Bee: “Mark Your Calendar,” November 24, 2015

A wellness program offered by **Massey’s Cancer Research and Resource Center of Southern Virginia** was showcased in a community calendar on seven separate occasions. It was also promoted in *Evince Magazine* and *Showcase Magazine*.

[Richmond Free Press](#): “VCU now working on new children’s hospital,” November 20, 2015

Massey was referenced in an article discussing the potential location for a new VCU pediatric hospital.

[Style Weekly](#): “Young Leaders Discuss Richmond’s Nonprofit World,” November 18, 2015

A community forum featuring **Massey staff member** James Wasilewski was promoted.

[Richmond Times-Dispatch](#): “Calendar of events: Week of Nov. 18, 2015,” November 17, 2015

Multiple **Massey support groups** were included in a community calendar.

[Richmond Times-Dispatch](#): “Richmond region has enriched research,” November 13, 2015

Massey’s many research accomplishments were underscored in a letter to the editor written by two members of Massey’s Community Advisory Board.

[Brunswick Times-Gazette](#): “The Cancer Research and Resource Center of Southern Virginia moves to new location,” November 12, 2015

An article spotlighted **Massey** in coverage of the ribbon-cutting ceremony for the new location of the **Cancer Research and Resource Center of Southern Virginia**. Additional coverage appeared in [Pharmacy Choice](#).

Danville Register & Bee: “Mark Your Calendar,” November 11, 2015

A public discussion with **Massey researchers** was published in a community calendar.

[RVA News](#): “It wasn’t easy to be the 1st female Boston Marathoner,” November 11, 2015

Massey was referenced in an article about an historic marathon runner who travelled to Richmond in support of the cancer center. Additional coverage appeared on [WTVR CBS 6](#) and [WWBT NBC 12](#).

[*Richmond Times-Dispatch*](#): “Open house event raises more than \$1 million for Massey Cancer Center,” November 5, 2015

Highlighted was the **Massey Street of Hope**, which raised more than \$1 million for cancer research at Massey. Extra coverage appeared in [Richmond BizSense](#).

[*The Virginia Gazette*](#): “William and Mary cross-country teams cruise to CAA titles,” November 2, 2015

Massey was mentioned for being the beneficiary of more than \$150,000 from a 5K fundraiser.

Evince Magazine: “Throw Paint at Cancer,” November 2015

Published in a community calendar was a **Cancer Research and Resource Center of Southern Virginia support program** for cancer patients and survivors.