



## September 2015

Throughout the month of September, VCU Massey Cancer Center received coverage in more than 34 media clips. Dorin A. Todor, Ph.D., delivered expert commentary regarding prostate cancer treatments. The Massey Street of Hope fundraiser generated a series of local stories after more than \$1 million was raised. Additionally, U.S. Representative Robert Hurt stopped by Massey's Cancer Research and Resource Center of Southern Virginia during a tour of Lawrenceville.

Please continue reading for more September 2015 highlights.

### EXPERT COMMENTARY

[Cure Magazine](#): "Surgery or Radiation for Prostate Cancer: What Determines the Choice?" September 25, 2015

**Dorin A. Todor**, Ph.D., provided commentary about when cancer patients should be treated with surgery or radiation therapy.

### CENTER NEWS

[Richmond BizSense](#): "Former McKesson building sold for \$4.3M," September 30, 2015

A donation to **Massey** of \$25,000 from a local health care company was referenced in an article by a business media outlet.

[Health Canal](#): "Females more at genetic risk for developing insomnia than males, VCU study suggests," September 30, 2015

**Massey** was mentioned in a press release about a study led by a VCU graduate student.

[Brunswick Times-Gazette](#): "Resolution amended to include Cancer Center," September 29, 2015

The **Cancer Research and Resource Center of Southern Virginia** was included in an article about a Brunswick County resolution exempting charitable non-profits from Department of Health requirements.

*Brunswick Times-Gazette*: "First CPR/AED class held at Cancer Research and Resource Center," September 23, 2015

A newspaper mentioned Massey in a photo caption of a CPR/AED training class held at the **Cancer Research and Resource Center of Southern Virginia**.

[\*Richmond Times-Dispatch\*](#): "Young House Love duo back with new home-improvement book," September 19, 2015

Creators of the popular blog Young House Love signed copies of their new home-improvement book at the **Massey Street of Hope** fundraiser.

[\*Health Canal\*](#): "VCU researcher helps to discover a more convenient and efficient treatment for premenstrual dysphoric disorder," September 19, 2015

**Massey** was mentioned in a press release detailing VCU School of Medicine research findings.

[\*Richmond Times-Dispatch\*](#): "VCU Medical Center campus prepares for the bike races," September 18, 2015

A daily newspaper cited **Massey** in an article elaborating on how the UCI Road World Championships would impact the VCU Medical Center.

[\*Richmond Magazine\*](#): "PHOTOS: Massey Street of Hope Preview Gala 2015," September 15, 2015

A **Massey fundraiser** was showcased in a photo gallery from a monthly magazine.

*Danville Register & Bee*: "Step by Step," September 14, 2015

A program hosted at the **Cancer Research and Resource Center of Southern Virginia** was shown in a photo. The program was also promoted in *Showcase Magazine*.

*Danville Register & Bee*: "Mark Your Calendar," September 13, 2015

A free **Cancer Research and Resource Center of Southern Virginia** art program was included in a community calendar on five separate instances. It was also mentioned in *Showcase Magazine*.

[\*Gazette-Virginian\*](#): "Halifax Cancer Association's 11<sup>th</sup> Annual Walk for Hope features Strollin' Colon," September 11, 2015

**Massey** was included in an article for its available resources regarding colorectal cancer prevention.

*Brunswick Times-Gazette*: "School board recognizes Can-Do Civic Social Club," September 9, 2015

The **Cancer Research and Resource Center of Southern Virginia** was included in an article for its partnership with a nonprofit organization in Lawrenceville.

[\*Brunswick Times-Gazette\*](#): "Congressman Hurt visits Lawrenceville on Main Street Tour," September 8, 2015

Congressman Robert Hurt stopped by the **Cancer Research and Resource Center of Southern Virginia** on a tour of Lawrenceville.

[\*Richmond Times-Dispatch\*](#): "Trani: Time to plan the VCU Health Children's Hospital," September 6, 2015

**Massey** was mentioned in an editorial written by VCU president emeritus Eugene P. Trani expressing the need to begin planning for the VCU Health Children's Hospital.

[\*Richmond Times-Dispatch\*](#): "Homes show in Chesterfield to benefit Massey Cancer Center," September 4, 2015

An article highlighted the 2015 **Massey Street of Hope** fundraising event. The [\*Richmond Times-Dispatch\*](#) also provided coverage on the final day.

*The Buzz*: "Medical experts present free two-part program," September 2, 2015

The **Cancer Research and Resource Center of Southern Virginia** was alluded to for its involvement in a free health and wellness program.

*Chatham Star-Tribune*: "Obesity videoconference," September 2, 2015

A **Massey program** regarding obesity prevention and treatment was featured in a community calendar.

*Brunswick Times-Gazette*: "1st Annual Clubhouse Grill Chili Cook-Off is Sept. 19," September 2, 2015

A fundraiser benefiting the **Cancer Research and Resource Center of Southern Virginia** was advertised in a community calendar.

*Danville Register & Bee*: "Mark Your Calendar," September 1, 2015

A **Massey videoconference** program given by Cancer Prevention and Control researchers was promoted in a community calendar seven separate times prior to the event.

[Brunswick Times-Gazette](#): "Gillis, a cancer survivor, shares her story of faith," September 1, 2015

The **Cancer Research and Resource Center of Southern Virginia** was represented in a cancer survivor's personal story.

[Health Canal](#): "VCU researchers identify genetic clues associated with cigarette addiction," September 1, 2015

**Massey** was mentioned in a press release about research conducted by the VCU School of Pharmacy.