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**


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

**CENTER NEWS**


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.


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.


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.


Massey was included in an article for its available resources regarding colorectal cancer prevention.
The Cancer Research and Resource Center of Southern Virginia was included in an article for its partnership with a nonprofit organization in Lawrenceville.

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

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.

An article highlighted the 2015 Massey Street of Hope fundraising event. The Richmond Times-Dispatch also provided coverage on the final day.

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

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

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

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.


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