October 2017

VCU Massey Cancer Center was highlighted in at least 44 media clips throughout the month of October. Paul Dent, Ph.D., was featured for a study testing whether a popular breast cancer drug can block the function of oncogenes and Devenand Sarkar, Ph.D., received coverage for his liver cancer research. Biren Shah, M.D., and Sarah Milton, M.D., provided expert commentary on the importance of mammograms; Emma Fields, M.D., discussed a first-of-its-kind treatment for pancreatic cancer at Massey; Jaime Bohl, M.D., was interviewed about obesity and cancer risk; Harry Bear, M.D., Ph.D., and Santosh Kale, M.D., provided expert commentary on breast cancer treatment and reconstruction options; and Seth Corey, M.D., detailed his pediatric cancer research efforts. Also this month, Massey received coverage for a unique breast cancer awareness campaign and for its excellence in bone marrow transplantation.

Please continue reading for further October 2017 highlights.

CITED RESEARCH

**Science Daily:** “New breast cancer drug defeats the Ras genes notorious for causing many types of cancer,” October 10, 2017

Paul Dent, Ph.D., was featured for his research using a breast cancer drug to block the function of a primary oncogene. The [European Pharmaceutical Review](http://www.europeanpharmaceuticalreview.com) and [Health Medicine Network](http://www.healthmedicine-network.com) also covered the research.

**HemOnc Today:** “Obesity, hepatitis C epidemics drive ‘alarming’ increase in liver cancer incidence, mortality,” October 10, 2017

Devanand Sarkar, Ph.D., was highlighted for a study which discovered a sharp increase in the most common form of liver cancer.

EXPERT COMMENTARY

**Richmond Times-Dispatch:** “Doctors encourage regular screenings, knowing your body to combat breast cancer,” October 29, 2017

Biren Shah, M.D., and Sarah Milton, M.D., provided expert commentary on breast cancer screenings. [WCVE NPR 88.9](http://www.wcve.org) also provided coverage.

**HemOnc Today:** “Novel treatment device safe, effective for early pancreatic cancer,” October 29, 2017

Emma Fields, M.D., was interviewed about a breakthrough pancreatic cancer treatment at Massey.
Richmond Times-Dispatch: “Obesity associated with 40 percent of cancers, new data show,” October 15, 2017

Jaime Bohl, M.D., discussed the links between obesity, chronic inflammation and cancer risk. The Danville Register & Bee also provided coverage.

Chesterfield Observer: “New advances in breast cancer detection, treatment and recovery,” October 11, 2017

Harry Bear, M.D., Ph.D., provided expert commentary on breast cancer immunotherapy and Santosh Kale, M.D., was interviewed about nipple tattoos for breast cancer patients.

Richmond Times-Dispatch: “Two grants benefit pediatric research in Richmond,” October 1, 2017

Seth Corey, M.D., was interviewed about pediatric leukemia research.

CENTER NEWS


An article highlighted a Massey breast cancer awareness campaign strategy. Richmond Times-Dispatch also provided coverage.

Billboard: “Gwar Guitarist Michael Derks Diagnosed With Rare Bone Marrow Cancer,” October 26, 2017

Massey was showcased for performing bone marrow transplants. Alternative Press, Consequence of Sound and nine other outlets provided additional coverage.

WRIC ABC 8: “Local schools hold Pink Out to raise money for breast cancer research,” October 25, 2017

A news segment featured daycare schools raising money for Massey.


An article mentioned a Massey fundraiser.


A newspaper featured an informational dinner program sponsored by Massey’s Cancer Research and Resource Center of Southern Virginia.

Richmond Times-Dispatch: “Southern Living inspired homes debut in Hallsley residential community in Chesterfield County,” October 21, 2017

A newspaper promoted the Street of Hope to benefit Massey. The Chesterfield Observer, Richmond BizSense, Richmond Magazine and WWBT NBC 12 provided coverage as well.

WTVR CBS 6: “Grandparents inspire Bird runner Tyler Harris to change the world,” October 19, 2017

A news segment covered a Massey 5k fundraiser.
"Chatham Star-Tribune: “Be the match visits Averett soccer,” October 18, 2017

Massey was featured in an article about bone marrow donations. The Danville Register & Bee provided additional coverage in two separate issues.

Business Insider: “VCU School of Business to receive $2.5 million from CoStar Group for endowed chair,” October 12, 2017

Massey was mentioned in a press release about the VCU School of Business.


A newspaper promoted the Race to Cure Sarcoma to benefit Massey.

Chatham Star-Tribune: Averett nursing helps with ‘Feed VA Day,’ October 4, 2017

Massey’s Cancer Research and Resource Center of Southern Virginia was mentioned in an article about a healthy food program.

Danville Register & Bee: “Colorectal cancer screening rates subject of roundtable,” October 4, 2017

A newspaper mentioned colorectal cancer screenings and Massey’s Cancer Research and Resource Center of Southern Virginia in three separate issues.

Richmond Times-Dispatch: “Draper Aden moves HQ from Blacksburg to Henrico,” October 3, 2017

Massey was mentioned in an article about an engineering firm.


An article promoted Massey seminars.