



**LETTER OF ENDORSEMENT**  
**2015 Highlands-Massey Classic**

This letter supports and applauds the generous fundraising efforts of George Emerson and the Highlands-Massey Classic fundraising events scheduled for September of 2015 to support head, neck and breast cancer research at VCU Massey Cancer Center.

Community events like the Highlands-Massey Classic are vital to Massey's success and we are honored to benefit from the hard work and dedication of hundreds of volunteer leaders who produce the event each year. In recognition of these efforts and the significant funds raised, in November 2012, Massey dedicated a wing in the Goodwin Research Laboratory as The Highlands-Massey Classic Research Wing.

One out of every two men and one out of every three women will be touched by cancer in their lifetimes. Federal funding for cancer research has declined in the past several years making our need for private funding even more dire. All of the funds raised on behalf of VCU Massey Cancer Center stay right here in Richmond, benefiting all Virginians. In this economy, that is a boon to both Massey and the community.

As you may already know, Massey is one of two National Cancer Institute-designated Cancer Centers in Central Virginia and is recognized for excellence in the treatment, research and prevention of cancer. It is also a Designated Center of Excellence in the treatment of rare and complex cancers. These are important distinctions, as Massey also acts as the safety net for all Virginians diagnosed with cancer. No one is turned away from receiving exceptional care, regardless of his or her ability to pay. We are proud to bring this hope and comfort to more than 1,800 patients treated here annually from every corner of the Commonwealth, as well as their family members and friends.

We appreciate your support of the Highlands-Massey Classic and are honored to partner with you in the fight against cancer. With your investment in our mission, we will continue to offer breakthroughs in cancer research and innovative treatments that will ultimately save and extend countless lives.

In appreciation,

Gordon D. Ginder, MD  
Professor of Internal Medicine and Lipman Chair in Oncology  
Director, VCU Massey Cancer Center