



MASSEY  
**STREET of HOPE**  
*Meadowville Landing* LUXURY HOME SHOW

Dear Friends,

How many people do you know who have fought cancer this year? How many people do you know who have lost someone they love to this brutal disease? We know both of those numbers are too high. Over the past year I have lost friends to cancer and witnessed more friends navigating cancer diagnoses and treatment, and these numbers grow higher each year. While these numbers sadden me, they also strengthen my resolve to do all I can to end suffering and save lives. The way we do this is by supporting cancer research.



Fifteen years ago at VCU Massey Cancer Center, I successfully finished my cancer treatments for throat and neck cancer. I won my battle because many had come before me and invested in research that resulted in better, more effective treatments. I survived because they sacrificed. One of my greatest sources of pride is seeing our community come together in support of VCU Massey Cancer Center. Through the Massey Street of Hope, a legacy of innovation and scientific advancement in the fight against cancer continues to grow. The progress that has been made is remarkable. It excites me to know that, as a community, The Street of Hope has invested millions of dollars in cancer research through Massey. Those funds are hard at work advancing crucial research and this research will save the lives of your loved ones now and in the future.

As I write this letter, brave doctors and nurses at Massey Cancer Center are facing their fear of the unknown while saving lives. Most importantly, they are helping people like each of us face our fears. Fears of what a diagnosis means, fears of what treatment means, fears of what recovery means, indeed, fears of the unknown.

We've enjoyed fantastic community-building and fundraising through the Massey Street of Hope, and 2020 will be no different! Plans are in the works for a phenomenal "**Massey Street of Hope**," home showcase. I urge you to be as generous as you can and invite others to join you in sponsoring and participating in this event. Every dollar could be the dollar that finds a cure, and together we are saving lives.

Yours in good health,  
George P. Emerson Jr.

OCT. 17-18, 21-25 & OCT. 28-NOV. 1 FROM 11AM TO 6PM  
WITH SPECIAL EVENT HOURS UNTIL 8PM ON THURSDAYS  
AT MEADOWVILLE LANDING

TO BENEFIT VCU MASSEY CANCER CENTER

