



STORY PITCH | BREAST CANCER AWARENESS MONTH

The Pink Bus Comes to Trinity

A Pasco County physician lost his wife to breast cancer found too late. On October 16 he is paying for at least 40 uninsured women to be screened, so someone else gets the early phone call instead of the late one.

The Story

Vivian Hanna was married to a physician. She had access to care and to expertise. Her breast cancer was still found late, and she passed three months after it was found.

John Hanna, MD, founded the Foundation in her honor. On October 16 it brings the MammoLink mobile mammography unit to his Trinity office and covers at least 40 screenings in full.

My wife had every advantage a person could have, and it was still found too late. If it happened to her, it is happening to women who have far less.

JOHN HANNA, MD, FOUNDER

Why It Runs

- **A local doctor, a personal loss, a specific act.** At least 40 appointments on one day, not an awareness campaign.
- **Cost is the only barrier, and it is removed.** For an uninsured woman it is often the one thing between her and an early answer.
- **It is visual and it has a deadline.** A pink mobile unit outside the office, results the same afternoon, one day only.

THE EVENT

What	MammoLink Pink Bus. A minimum of 40 free mammograms for uninsured individuals.
When	Friday, October 16, 2026 9:00 AM to 5:00 PM
Where	Internal Medicine MD 3633 Little Rd Trinity, FL 34655
Who	Ages 35 and up. No script required.
Booking	Call Internal Medicine MD Trinity 727.997.1635
Sponsor	Internal Medicine MD
Press	Dr. Hanna on site and by phone. B roll all day.

PHOTOGRAPHY, MISSION FRAMES PLEASE

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2025 Pink Bus and gala photography.

At least forty women screened at no cost.

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