**Email 1: At least one month before the Mobile Mammography Center will be on site, or as soon as possible:**

Subject Line: Get free, state-of-the-art, breast cancer screening here **(date)**

A 15-minute breast cancer screening could save your life, but we know it’s hard to make time with work, family and other commitments. That’s why we’ve partnered with Rochester Regional Health to bring the screening to you. It’s covered by most insurance providers; New York State may be able to provide assistance to those without insurance.

The Mobile Mammography Center will be coming here on **(date)** at **(time**). To ensure your convenience, an appointment is encouraged. For more information or to schedule an appointment visit [RochesterRegional.org/PINK](https://pink.rochesterregional.org/), or call [833.922.PINK (7465)](file:///C:\Users\K315414\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\VHY61326\833.922.7465).

A mammogram is a medical screening that helps find breast cancer. It uses a non-invasive X-ray machine to look for any abnormal areas that cannot be seen by the naked eye. This is important because cancer is easiest to treat when detected early. The Rochester Regional Health Mobile Mammography Center has the same state-of-the-art technology and expert staff you would find at any of their breast imaging centers. It also has a comfortable environment with two private dressing rooms.

It’s an easy, convenient and critical test to help detect breast cancer. [Schedule your appointment today.](https://pink.rochesterregional.org/patients/)

**Email 2: Two weeks prior to the Center’s arrival:**

Subject Line: Make an appointment: Free breast cancer screening here **(date)**

The Rochester Regional Health Mobile Mammography Center will be here on **(date)** at **(time)**. There’s still time to make an appointment for this free, 15-minute screening.

Screening mammograms can help detect breast cancer in its earliest form, making treatments more successful and increasing survival rates. Rochester Regional Health Mobile Mammography Center has the same state-of-the-art technology and certified mammography technologists you would find at any of their breast imaging centers.

To ensure your convenience, an appointment is encouraged. For more information or to schedule an appointment visit [RochesterRegional.org/PINK](https://pink.rochesterregional.org/), or call [833.922.PINK (7465)](file:///C:\Users\K315414\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\VHY61326\833.922.7465).

**Email 3: One week prior to the Center’s arrival:**

Subject Line: Reminder: Schedule your mobile mammography appointment

The Rochester Regional Health Mobile Mammography Center will be here on **(date)** at **(time)**. This is a great opportunity to get a free breast cancer screening at a place and time convenient to you. It only takes about 15 minutes, but it could save your life.

The Mobile Mammography Center has private changing areas, state-of-the-art technology and expert staff.

Screenings are covered by most insurance providers. New York State may be able to provide assistance to those without insurance.

To ensure your convenience, an appointment is encouraged. For more information or to schedule an appointment, visit [RochesterRegional.org/PINK](https://pink.rochesterregional.org/), or call [833.922.PINK (7465)](file:///C:\Users\K315414\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\VHY61326\833.922.7465).

**Email 4: Day before the Center’s arrival:**

Subject Line: Last Chance: Schedule your mobile mammography appointment

The Rochester Regional Health Mobile Mammography Center will be at **(place)** on **(date)** at **(time)**. A breast cancer screening only takes about 15 minutes, but it could save your life.

To ensure your convenience, an appointment is encouraged. For more information or to schedule, visit [RochesterRegional.org/PINK](https://pink.rochesterregional.org/), or call [833.922.PINK (7465)](file:///C:\Users\K315414\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\VHY61326\833.922.7465).

**Email for use at sites where the Center has a recurring presence, second date and beyond:**

Subject Line options:

* Mobile Mammography Center Returns
* Get Your Mammography Screening Here this Month
* Mobile Mammography Center Traveling to You
* When We’re Driving Breast Health Here Next

The Rochester Regional Health Mobile Mammography Center is once again bringing convenient breast cancer screening to you. The Center will be here on **(date)** at **(time)**. Each screening takes approximately 15 minutes and is covered by most insurance providers. New York State may be able to provide assistance to those without insurance.

For more information and to schedule an appointment, visit [RochesterRegional.org/PINK](https://pink.rochesterregional.org/) or call [833.922.PINK (7465)](file:///C:\Users\K315414\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\VHY61326\833.922.7465).