



**Canadian Mental
Health Association**
Prince Edward Island
Mental health for all

March 5, 2019

FOR IMMEDIATE RELEASE

2nd ANNUAL MOO LET'S TALK DAY

Charlottetown – The Canadian Mental Health Association, PEI Division (CMHA-PEI) is pleased to announce that COWS Inc. will host the second annual Moo Let's Talk day on Friday, March 8 at its Charlottetown locations.

On Moo Let's Talk day 100% of ice cream sales will go to mental health programs and services for Islanders. The general public is invited to visit COWS on the corner of Queen and Grafton between the hours of 10:00 a.m. and 6:30 p.m., or COWS Creamery from 10:00 a.m. to 9:00 p.m. for an udderly delicious scoop or two of their award-winning ice creams.

In addition to ice cream, COWS has printed a limited number of special edition Moo Let's Talk t-shirts that are currently on sale now at both Charlottetown locations as well as online at www.cows.ca. Money raised from the sale of those shirts will be added to COWS final donation.

"We are pleased to be able to host this event again. We were deeply humbled at the crowds that came out in support of the event last year. It was a very special day and we look forward to doing it all again on Friday with help from our official host Patrick Ledwell, and the Meek family, who have graciously helped us start the conversation by sharing their story", says Jackie McIntyre, CEO of COWS Inc.

"We are thrilled to be working with COWS again on this exciting initiative. Thank you to Jackie, the staff at COWS and Patrick Ledwell for their enthusiasm and continued support, and to the Meek family for bravely sharing their story in an effort to encourage others to talk about mental health and seek help when they need it", says Reid Burke, Executive Director, CMHA-PEI.

The general public is being asked to do their part and spread the word. A toolkit of resources, more detailed information and videos recorded by Patrick Ledwell and the Meek family can be found online at www.pei.cmha.ca/moo-lets-talk

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BACKGROUND

- One in five Canadians will experience a mental health problem in any given year
- Mental health problems affect people of all ages, educational background and income levels

Patrick Ledwell – Patrick’s quick-witted comedy has brought him national recognition with multiple appearances on CBC Radio’s “The Debaters”. He’s a popular host and comedian at events across Canada, and an accomplished author, with his first book “I Am an Islander” becoming a Canadian bestseller. During the summer he performs with Mark Haines in the hit PEI show “The Island Summer Review”. Patrick is a long-time supporter of CMHA-PEI volunteering his time to host various annual events including Women and Wellness, and now Moo Let’s Talk. Patrick lives on a hobby farm outside Charlottetown, PEI with his wife Tara and son Nate.

Darin, Kathleen and Taylor Meek live in Stratford, PEI. On January 13, 2012 they suffered an unimaginable loss when their daughter Chalyce, Taylor’s sister, took her own life at the age of 17. The Meek’s have been very open about their daughter’s struggles, the help they sought and the grief that followed her passing. They are strong supporters, volunteers and advocates for the Canadian Mental Health Association and Kid’s Help Phone. Darin and Kathleen work for Bell and Taylor is studying Business Administration at UPEI.

MOO LET’S TALK is an annual fundraising event and general awareness campaign hosted by COWS Inc. Parodied after the popular Bell Let’s Talk, Moo Let’s Talk is designed to encourage people to talk about their mental health, seek help if they need it, and raise funds for mental health programs and services delivered in the province of Prince Edward Island.

COWS Inc. was established in Prince Edward Island in 1983 and has grown from one shop in Cavendish to 11 stores across Canada and one in Beijing, China. The COWS CREAMERY located on Capital Drive offers tours where visitors can watch their old fashioned, hand-made ice cream recipes being made. In addition to ice cream, COWS also makes whimsical clothing featuring cow themed parodies. More information can be found at www.cows.ca.

The **Canadian Mental Health Association – PEI** is one of ten provincial divisions of Canada’s first and only truly national mental health organization. Specialized services and supports are delivered in, and tailored to, the community and its mental health needs. CMHA-PEI exists to promote the mental health of all persons on the Island by working with individuals, groups and communities to increase control over, and enhance, their mental health. All funds donated to CMHA-PEI stays in the province in support of programs and services for Islanders. More information on the programs and services provided by CMHA-PEI can be found at www.pei.cmha.ca.