



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

March 13, 2019

**FOR IMMEDIATE RELEASE**

## **MOO LET'S TALK RAISED OVER \$34,000 FOR CMHA-PEI**

**Charlottetown** --- The Canadian Mental Health Association, PEI Division (CMHA-PEI) is pleased to announce that Moo Let's Talk Day hosted on March 8, 2019 at COWS Inc. by Patrick Ledwell and the Meek family was an overwhelming success with thousands of Islanders visiting the COWS Creamery, and COWS Queen Street store to buy ice cream, special edition t-shirts, and/or make a donation, but more importantly to talk about mental health.

Money raised through the Moo Let's Talk campaign totaled \$34,445.55, with the sale of ice cream, t-shirts and the donation of March 8ths tips from staff to round up the COWS Inc. contribution to \$30,337. The rest of the money collected came in the form of donations made directly to CMHA-PEI and corporate sponsorships to help cover promotional costs.

*"We're pleased to be able to make this donation to CMHA-PEI, however, as we stressed last year, the money raised is secondary to what the day meant. The people that came in and supported this event and shared their personal stories of how mental illness has impacted their lives was incredible. Thank you to Patrick Ledwell and the Meek family for donating their time to helping us reach even more people with positive mental health messages", says Jackie McIntyre, President and CEO of COWS Inc.*

CMHA confirms that a portion of this donation will be allocated to delivering more free safeTALK sessions across the province. safeTALK is a half-day alertness training that prepares anyone 15 years of age or older, regardless of prior experience or training, to become a suicide-alert helper. Dates and locations are posted on Facebook and at [www.pei.cmha.ca](http://www.pei.cmha.ca) as they're confirmed.

*"The reach of this campaign is incredible and it's something we could never achieve on our own. Thank you to Jackie and her team at COWS for their generosity, to the local businesses that sponsored our promotional efforts, to Patrick Ledwell who lent his presence and voice, and the Meek family who touched so many by sharing their story. The real heroes though are, as Patrick puts it, "proud everyday Islanders" who heeded the call to eat ice cream and talk mental health. Thank you PEI, you never disappoint." – Reid Burke, Executive Director, CMHA-PEI*

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## BACKGROUND

- 1 in 3 Canadians will experience a mental health problem in any given year
- 1 in 5 will require professional help
- 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](http://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](http://www.pei.cmha.ca)