



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

March 27, 2020

## **FOR IMMEDIATE RELEASE**

### **MOO LET'S TALK DAY RAISES OVER \$38,000 FOR THE CANADIAN MENTAL HEALTH ASSOCIATION**

**Charlottetown** --- The Canadian Mental Health Association, PEI Division (CMHA-PEI), and COWS Inc. are pleased to announce that Moo Let's Talk Day hosted on March 6, 2020 at COWS locations in Charlottetown, Quebec City, Niagara-on-the-Lake, Banff and Whistler was an overwhelming success with thousands of customers taking part by buying ice cream and talking about mental health.

Money raised through the Moo Let's Talk campaign totaled \$38,253. This total includes 100% of ice cream sales, tips, individual donations made directly to the CMHA staff in attendance, and community sponsorships. Money raised at each location will be directed to local CMHA branches in support of mental health programs and services.

This is the third year for Moo Let's Talk in Prince Edward Island, and the first year it was expanded to other year-round COWS locations in Canada. *"We're pleased to be able to make this donation to our local CMHA branches, and happy to have been able to open the campaign to other communities that we do business in. We'd like to express our gratitude to the people that came out and supported this event and shared their personal stories of how mental illness has impacted their lives."* – Jackie McIntyre, CEO COWS Inc.

*"Once again Islanders have been extremely generous and giving. We want to thank Jackie and her team at COWS for their continued dedication and support of CMHA and our programming and to Patrick Ledwell and Ryan Gallant who both continue to support us by making us laugh and think. Without the support of Islanders, local businesses and individuals, the CMHA-PEI would not be able to continue delivering exceptional support to Islanders. Thank you to all Islanders who continue to heed the call to action by eating delicious ice cream, talking about mental health and supporting our whole community."* - Treena Smith, Executive Director, CMHA-PEI.

In Prince Edward Island, this event has grown to include a number of community partners; from hosts, to ambassadors, to sponsors and local businesses that do their own in-house events and fundraisers to help raise money and awareness. CMHA-PEI would like to acknowledge and thank the following people and organizations: Host, Patrick Ledwell; Ambassador, Ryan Gallant; Sponsors, Cross Roads Fire Department, J.C Drilling Inc., Hummingbird House Productions, Island First Aid Services, Holland College, Koughan's Auto Body, R. Cudmore Electric, Gaudet's Autobody, Cutting Edge Property Care, Town of Stratford and Navigate Financial Solutions Inc.

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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

**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 by the CMHA branches where they do business.

**COWS Inc.** was established in Prince Edward Island in 1983 and has grown from one shop in Cavendish to 12 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)