



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

March 3, 2020

FOR IMMEDIATE RELEASE

3rd ANNUAL MOO LET'S TALK DAY IS COMING UP FRIDAY, MARCH 6

Charlottetown – The Canadian Mental Health Association, PEI Division (CMHA-PEI) is pleased to announce that COWS Inc. will host the third annual Moo Let's Talk Day on Friday, March 6 at all of its open Canadian locations.

On Friday, March 6, 100% of ice cream sales will go to local CMHA branches in support of mental health programs and services. The general public is invited to visit the following COWS locations for an udderly delicious scoop or two of their award-winning of ice cream:

COWS Creamery, 12 Milky Way, Charlottetown, PEI - 10:00am - 9:00pm
150 Queen Street, Charlottetown, PEI - 10:00am - 6:30pm
44 Queen Street, Niagara on the Lake, ON - 10:00am - 6:00pm
1044 Rue Saint-Jean, Quebec City, QC - 11:00am - 9:00pm
138 Banff Avenue, Banff, AB - 10:00am - 9:00pm
4314 Main Street, Whistler, BC - 10:00am - 10:00pm

In addition to ice cream, COWS has printed a limited number of special edition Moo Let's Talk t-shirts that will be available for purchase at COWS locations in Charlottetown, PEI. Money from the sale of those shirts will be donated to CMHA-PEI.

"We are pleased to be able to host this event again. We have been deeply humbled at the crowds that have attended over the past two years, and we're excited to extend this initiative to our other year-round locations in Canada. Moo Let's Talk is an incredibly special day and we look forward to doing it all again Friday with help from our staff in Whistler, Banff, Niagara on the Lake and Quebec City", 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 for their enthusiasm and continued support, and to the comedic genius that is Patrick Ledwell, and our very own Ryan Gallant for bravely sharing his story and for helping us kick off Moo Let's Talk in PEI", says Matt Younker, President, 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 Ryan Gallant can be found online at <https://pei.cmha.ca/events/moo-lets-talk>.

For more information contact:

Bianca McGregor

Manager, Fund Development, Marketing and Promotions

b.mcgregor@cmha.pe.ca

902-628-3668 (office) / 306-737-3031 (cell)

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, 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.

Ryan Gallant - Ryan lives in Charlottetown, PEI, is a copy writer for a real estate firm, an award-winning author and budding comedian. At the age of 24, following the loss of his father, his long-standing bout of anxiety and depression came to a head. His sister encouraged him to go to Unit 9 outpatients for help and acted as his advocate while he navigated the programs and services available to him. A referral to Fitzroy Centre Clubhouse, a psycho-social rehabilitation program under the umbrella of CMHA-PEI, followed. Ryan is now 34 and in his words is “relatively recovered” sighting that there are days when his anxiety and depression re-surface, but he now has the tools and knowledge to know what to do when this happens. For the past number of years, he has served on the Fitzroy Centre Advisory Committee and has represented the program and CMHA-PEI at national and international conferences. Ryan is the 2020 Moo Let’s Talk Ambassador and hopes that by sharing his story, others will feel more comfortable talking about mental health.

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 local divisions and branches of the Canadian Mental Health Association.

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 produces 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/events/moo-lets-talk