



March 11, 2021

**FOR IMMEDIATE RELEASE**

**4th ANNUAL MOO LET'S TALK DAY IS COMING UP FRIDAY, MARCH 19**

**Charlottetown** – The Canadian Mental Health Association, PEI Division (CMHA-PEI) is pleased to announce that COWS Inc. will host the fourth annual Moo Let's Talk Day on Friday, March 19. In compliance with public health guidelines due to COVID-19, the event will be held in the COWS Creamery parking lot located at 397 Capital Drive in Charlottetown from 11:00am-7:00pm on that day. COWS staff and volunteers will provide a drive-thru format featuring contactless payment and pick up.

Moo Let's Talk Day has been a very successful awareness campaign and fundraising event that to date has raised \$100,000 for CMHA PEI's programs and services. On Friday, March 19, 100% of sales from ½ litre containers of ice cream sold through a "drive-thru" format at the COWS Creamery will go to local CMHA branches in support of mental health programs and services. COWS will be offering **half litres of ice cream only** at this contactless event at \$10 each (no tax), with the option to donate to CMHA-PEI at the point of purchase.

Other COWS locations participating will be:

138 Banff Avenue, Banff, AB - 10:00am - 9:00pm  
4314 Main Street, Whistler, BC - 10:00am - 10:00pm

"This is a fantastic event that we've been involved with for a number of years now to help remove the stigma around mental health. Mental health impacts everyone in our communities and we are thrilled to partner with CMHA to raise funds for this great cause", says Chad Heron, CEO of COWS Inc.

"We are grateful to be working with COWS once again on this important event. Thank you to Chad, the staff at COWS for their enthusiasm and continued support, and to the always entertaining Patrick Ledwell for helping us kick off Moo Let's Talk in PEI", says Cecil Villard, President, CMHA-PEI.

The general public is being asked to do their part and spread the word. More detailed information on the event can be found online at <https://pei.cmha.ca/support-cmha/moo-lets-talk/>

**For more information contact:**

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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, 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.

**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 14 stores across Canada. 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](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 stay 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: <https://pei.cmha.ca/>