



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

**FOR RELEASE MARCH 15, 2022**

## **5th ANNUAL MOO LET'S TALK DAY IS COMING UP FRIDAY, MARCH 25**

**Charlottetown** – The Canadian Mental Health Association, PEI Division (CMHA-PEI) is pleased to announce that COWS Inc. will host the fifth annual Moo Let's Talk Day on Friday, March 25. The event will be held from 11:00am – 6:00pm in the COWS Creamery parking lot, as a drive-thru style event. This year, COWS is offering pre-orders only, on half litres of ice cream for \$14 each (no tax), along with time-slots to choose for pick-up only. Pre-orders will be available on CMHA PEI's web-site: <https://pei.cmha.ca/> beginning Thursday, March 17 and will end at 12:00noon on Thursday, March 24.

Moo Let's Talk Day has been a very successful awareness campaign and fundraising event that to date has raised \$130,000 for CMHA PEI's programs and services. All online sales from ½ litre containers of ice cream go to local CMHA branches in support of mental health programs and services.

Chad Heron, CEO of COWS Inc. says, "When we started this event five years ago, we had no idea it would grow to become such a huge annual fundraiser. Immediately it was clear to us that mental health impacts everyone, and our message of removing the stigma while enjoying an ice cream was one that resonated. Our team rallies around this event each year and we are proud to help do our part for this great initiative."

"CMHA is so excited to be involved once again in this important event. The continued support from COWS and the PEI community has been truly amazing over the last five years. Events like these are so important to raise awareness of mental health issues and to spread the message that it's ok to ask for help if you are struggling. You are not alone," says Shannon Noonan, CMHA's Fund Development Coordinator.

More detailed information on the event can be found online at <https://pei.cmha.ca/support-cmha/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

**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 CMHA - PEI.

**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/>