



Canadian Mental
Health Association
Prince Edward Island
Mental health for all

FOR IMMEDIATE RELEASE

MARCH 6, 2023

6th ANNUAL MOO LET'S TALK DAY IS COMING UP FRIDAY, MARCH 24

Charlottetown – The Canadian Mental Health Association PEI Division (CMHA PEI) and COWS Inc. are pleased to announce the sixth annual Moo Let's Talk Day, to be held on Friday, March 24 from 11:00am – 7:00pm. For the first time since early March 2020, the event will be held in store. The general public is invited to visit participating COWS locations at 150 Queen Street in downtown Charlottetown and the COWS Creamery at 12 Milky Way Boulevard. This popular event, which began in 2018, supports programs and services of CMHA PEI.

Moo Let's Talk Day has been a very successful awareness campaign and fundraising event that to date has raised over \$146,000 for CMHA PEI's programs and services and this year organizers are hoping to surpass the \$150,000 mark. On March 24, 100% of the sales from ice cream cones will be donated to CMHA PEI. Organizers are looking forward to seeing a great turnout at both locations and to continue conversations about mental health.

Chad Heron, CEO of COWS Inc. says, "We are very excited to get back to what made Moo Let's Talk special in the beginning, and that was the gathering of community to discuss mental health, remove the stigma, and enjoy an ice cream. In recent years we wanted to keep the initiative going, but we lost some of that direct personal connection and discussion. We hope everyone takes a moment to stop in on March 24 and contribute to a great cause."

Shelley Muzika, Executive Director of CMHA PEI says, "Moo Let's Talk is an event that we have looked forward to every March for the past five years. COWS have been so generous to donate their time and to rally their staff around this important initiative. It really is incredible how this event has evolved and continues to inspire the generosity of Islanders. We appreciate the continued support of COWS as well as our sponsors, community groups, businesses and the general public. By participating in this event, you help us continue to spread the importance of talking about your mental health and reaching out for help if you or a loved one needs support."

Throughout the day, CMHA PEI staff will be at both locations to distribute information on their programs and services and mental health supports on PEI. Host of the event and long-time supporter of Moo Let's Talk, Patrick Ledwell, will be on site as well. There will also be opportunities to make donations to CMHA PEI. For anyone who donates \$10 or more on that day either in person or online at: www.pei.cmha.ca they will be entered into a draw for a COWS Gift Basket valued at over \$200. CMHA will also be broadcasting live via their Facebook page: facebook.com/PEICMHA at the top of every hour starting at noon and there will be a live remote at the Creamery with Stingray Radio from 2:00-6:00pm.

More detailed information on the event can be found on the Moo Let's Talk web-page: <https://pei.cmha.ca/support-cmha/moo-lets-talk/> or by calling CMHA PEI Division at 902-566-3034.

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BACKGROUND

- Each year 1 in 5 Canadians will experience a mental illness or mental health issue, but 5 in 5 Canadians have mental health – we all need social connection.
- 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. Originating in 2018, it was parodied after the popular campaign, 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. To date the event has raised over \$146,000.

COWS Inc. was established in Prince Edward Island in 1983 and has grown from one shop in Cavendish to 14 stores across Canada. In 2023, they are celebrating their 40th Anniversary. The COWS Creamery located at 12 Milky Way, offers a “look behind the scenes” 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 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/>