

FOR IMMEDIATE RELEASE

MARCH 8, 2024

7th ANNUAL MOO LET'S TALK DAY IS COMING UP FRIDAY, MARCH 22

Charlottetown – The Canadian Mental Health Association PEI Division (CMHA PEI) and COWS Inc. are pleased to announce the 7th Annual Moo Let's Talk Day, to be held on Friday, March 22nd from 11:00am – 8:00pm. 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.

Since 2018, Moo Let's Talk Day has been a very successful awareness campaign and fundraising event raising over \$173,000 for CMHA PEI's programs and services. On March 22nd, 100% of ice cream sales will be donated to the organization. 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, "Moo Let's Talk is in its 7th year and it is always one of our favourite days of the year. We cannot wait to welcome everyone in to our shops to enjoy an ice cream while discussing mental health and removing the stigma around it. The money raised goes directly back in to our communities and our whole team is so proud of this event we've helped build."

Shelley Muzika, Executive Director of CMHA PEI says, "We are looking forward to another great event this year. Once again, we would like to acknowledge the continued support of COWS as well as our sponsors, community groups, businesses and the general public. Participating in this event gives us all the opportunity to continue talking about how important our mental health is and getting help if you or someone you know is struggling."

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. If you can't make it in person for an ice cream, you can support CMHA's efforts by making a donation online at www.pei.cmha.ca. You will also have a chance to win some fabulous COWS merchandise including a draw for a COWS Gift Bag valued at \$140.00. CMHA will be sharing updates on the day on their social media sites and there will also be a live remote at the Creamery with radio station Ocean 100 from 2:00-6:00pm. More detailed information on the event can be found on CMHA PEI's web-site: www.pei.cmha.ca or by calling CMHA PEI Division at 902-566-3034.

-30-

For media inquiries contact:

Lori Morris

Communications Coordinator

communications@cmha.pe.ca

902-393-6416

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 \$172,000.

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 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/>