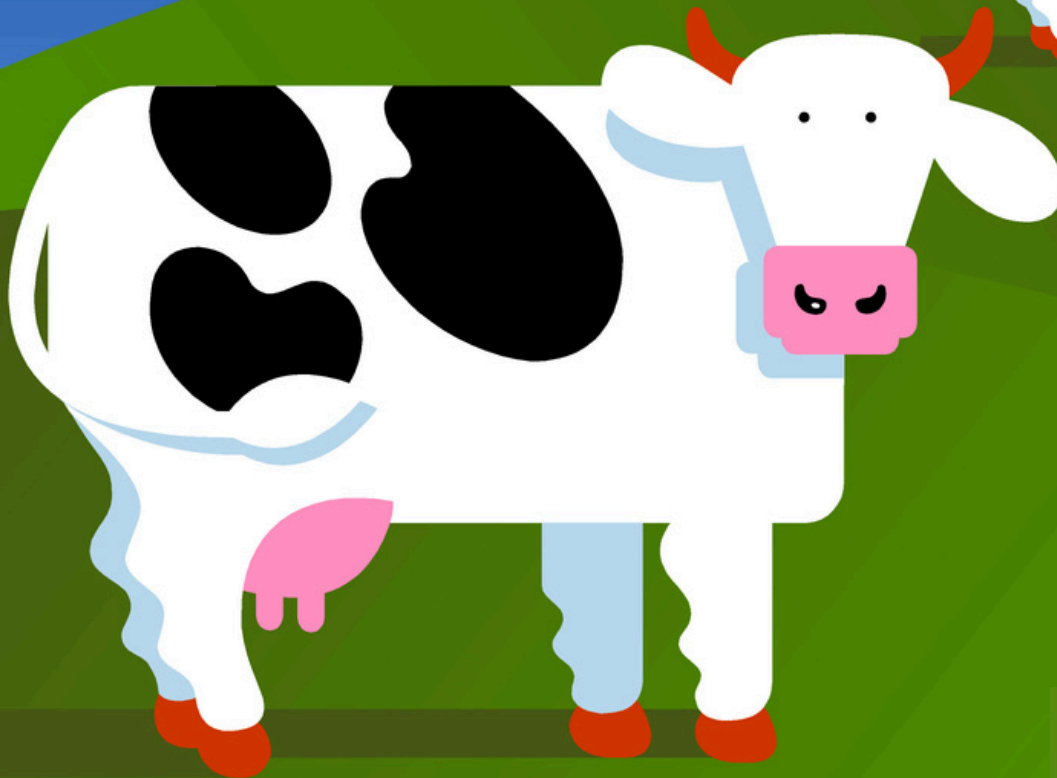
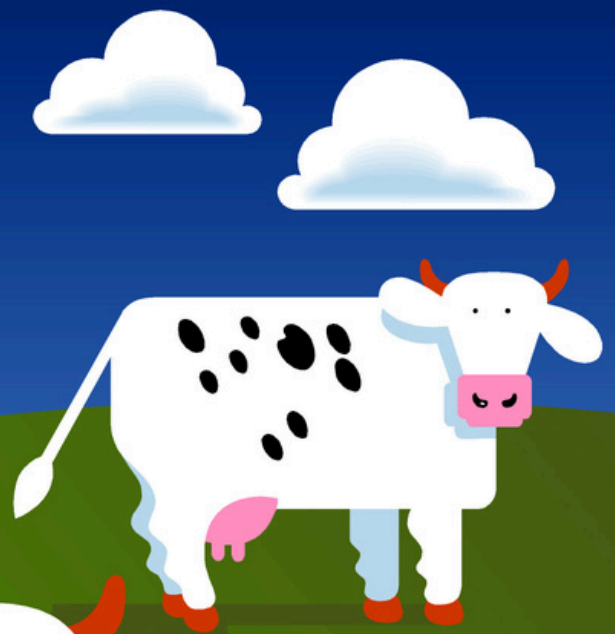


# Moo Let's Talk



100% of ice cream sales will go to CMHA PEI!

*Let's talk until the Cows come home*

## 2025 SPONSORSHIP

## OPPORTUNITIES

March 7, 2025, 11-8 PM, COW's Creamery Location,  
12 Milky Way & COWS 150 Queen Street Location



Canadian Mental  
Health Association  
Prince Edward Island

## THE CAUSE

The Canadian Mental Health Association, PEI Division, is a community-based organization that began its work on Prince Edward Island as a division of CMHA National in 1959. Our mandate is *Mental Health for All*. Our mission is to promote the mental health of all Islanders by enabling individuals, groups and communities to increase their control over, and enhance, their mental health. To carry out this mission, our 50+ volunteers and 100+ support staff provide programs and services, education and information, research, advocacy and social policy development designed to help all Islanders improve their mental wellness.

We have offices, programming space and housing units in Montague, Charlottetown, Summerside and Alberton. All money raised stays on PEI in support of mental health programs and services for Islanders. To learn more about what we do, please visit [www.pei.cmha.ca](http://www.pei.cmha.ca).

## THE EVENT

No person or workplace is immune to the effects of mental health issues. COWS Inc. and the people who work there are no exception. The loss of a former team member to suicide inspired family, friends, and co-workers to come together and help raise awareness and funds for suicide prevention efforts in their community. From that collaboration, and through the organization's pension for parody, Moo Let's Talk was created. It's been a wonderful success raising a cumulative total of \$207,000 to date.

### **On March 7th COWS is hosting its eighth annual Moo Let's Talk Day!**

On that day, 100% of the proceeds from ice cream cones sold at the COWS Creamery and Queen Street locations will go to the Canadian Mental Health Association, PEI Division.

Once again, COWS will host at both of their Charlottetown locations: COWS Creamery at 12 Milky Way, and their 150 Queen Street location. All 32 Moo-valous flavours of COWS ice cream will be available, and you can get yours in a cup or an ice cream cone. CMHA PEI staff will be present in stores to promote awareness of our programs and services and, more importantly, to help provide a safe space to "Talk until the COWS come home!"


















Promotional efforts will start on social media, with video content featuring Patrick Ledwell and a radio campaign starting closer to the event date. During the event, updates will be posted on our Facebook and Instagram, and a live remote with Ocean 100 will remind people to come on down and grab an ice cream cone in support of CMHA.

## SPONSORSHIP & SUPPORT OPPORTUNITIES

Mental health programs and services have seen an increase in demand over the past 4 years, and COWS continues stepping up in a major way to support community-level mental health programs and services at a time when it's really needed.

We're asking community members, businesses, and organizations to support our promotional efforts for the day. COWS will provide all the ice cream cones we can sell, so we really need to make sure everyone knows about Moo Let's Talk and how to participate.

## 2025 SPONSORSHIP LEVELS

FEATURES	BRONZE \$1,000	SILVER \$2,500	GOLD \$5,000	PRESENTING \$10,000
Recognition on Website and Social Media				
Public Thank you During the Event				
Recognition on Signage at the Event				
Cheque Presentation/Photo Opportunity for Media Distribution				
Opportunity to Display Signage at the event				
Prominant Logo on All Advertising				
Company Exclusivity				

# MONETARY DONATIONS

You may choose to make a monetary donation. Corporate and personal donations to help us reach our goal will be accepted in person on March 7th from 11 am - 8 pm at both COWS locations or by mail c/o CMHA PEI 178 Fitzroy Street P.O. Box 785 Charlottetown, PE C1A 7L9.

Tax receipts are available for all donations over \$10.00.

# CONTACT INFORMATION

We thank you for taking the time to consider supporting COW's seventh Annual Moo Let's Talk Day in support of CMHA PEI's critical community mental health programs and services.

Please reach out to the contact listed below for sponsorship, and/or monetary donations.

Brian Tremblett, Fund Development Coordinator  
[b.tremblett@cmha.pe.ca](mailto:b.tremblett@cmha.pe.ca)

OR

(902) 628-3668 O

(709) 424-7901 C





# THANK YOU TO OUR 2024 COMMUNITY PARTNERS



All our energy.  
All the time.



MEDAVIE