

FOR IMMEDIATE RELEASE

February 25, 2025

8th ANNUAL MOO LET'S TALK DAY IS COMING UP FRIDAY, MARCH 7

Charlottetown – The Canadian Mental Health Association PEI Division (CMHA PEI) and COWS Inc. are pleased to announce the 8th Annual Moo Let's Talk Day, to be held on Friday, March 7th 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 \$207,000 for CMHA PEI's programs and services. On March 7th, 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 Day has become more than just a fundraiser—it's a movement that brings Islanders together in support of mental health. At COWS, we believe in the power of community, and we're honored to help spark conversations and provide resources that make a real difference. Every scoop served on March 7th represents a step toward breaking the stigma and ensuring that no one has to struggle alone."

Shelley Muzika, Executive Director of CMHA PEI says, "Moo Let's Talk is an amazing fundraiser that we all look forward to every year. The support that we get from our Island community is just incredible. We couldn't do this without the continued generosity of the COWS Team. Thank you so much to them and to all of our sponsors, community groups and businesses. Our goal for this event has always been to spread awareness of the importance of mental health and getting help if you are struggling. There is strength in numbers and we want people to know they are not alone. There are lots of resources in the community that you can have access to including CMHA's programs and services. Please drop by on March 7th, have an ice-cream and visit our staff to learn more about what our organization has to offer."

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 that day to win a fabulous gift basket that includes some beautiful COWS merchandise. CMHA will be sharing updates throughout the day on their social media sites and there will also be a live remote at the Creamery hosted by 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.

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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 \$207,000.

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/>