



## CAMPAIGN HIGHLIGHTS

**FEBRUARY 1 - 28, 2025** 

HEY, BURGER IT FORWARD COLLABORATORS:

Together we raised an estimated

\$61,399 for food bank efforts across the country!

You are all food bank heroes!

## **ALL RESTAURANTS BEEF GROUP**

**DONATION OVERVIEW** 

**CONTRIBUTION:** 

\$31,900

DAIRY FARMERS **CONTRIBUTION:** 

\$1,574 Nova Scotia Dairy Farmers

New Brunswick Dairy Farmers

**RESTAURANTS GAVE MORE: UP BY CLOSE TO** 

**90%** \*Compared to 2024

IRVING CORPORATE + BIG STOP FRANCHISEES

DONATED A TOTAL OF: \$19,325

DONATED A TOTAL OF: \$27,925

OF: \$1,500 FROM PAPA JOE'S IN **CHARLOTTETOWN** 

TOP INDEPENDENT RESTAURANT DONATION

ROSE BY NEARLY 30% \*Compared to 2024

**RESTAURANT PARTICIPATION** 





SINCE 1874

Alberta Beef

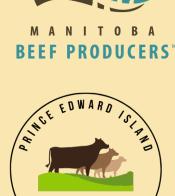










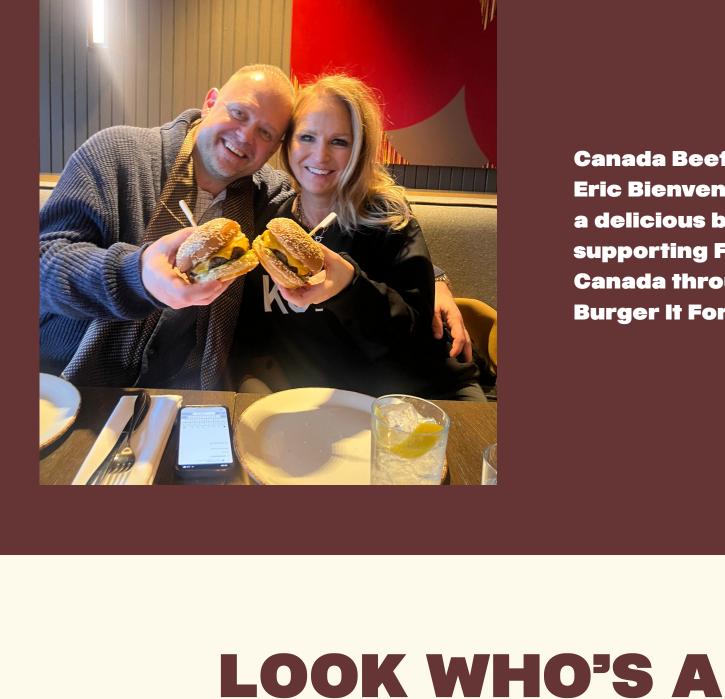


CATTLE PRODUCERS









**Canada through Burger It Forward!** 

Canada Beef's President,

Eric Bienvenue, enjoyed

a delicious burger while

supporting Food Banks

## + 2 Dairy Farmer Associations (NS + NB) **Participating**

**Restaurant Locationscations** 

**Beef Associations** 

**BURGER HERO** 

Burgers sold (REPORTED + ESTIMATE) = the average # of burgers sold per location

**CLIVE BURGER** (CALGARY, AB) 2,770 **BURGERS SOLD** 



**ALL THEIR BURGERS** IN ALL BIG STOP ATLANTIC REGIONS

BY FEATURING

**BIG**STOP Restaurant MEDIA HIGHLIGHTS

RESTAURANT + BAR

**BIG STOP SOLD** 

10,896

**BURGERS** 

## 21,088,087 **Total impressions including**

traditional, paid and social media

the country, with an advertising equivalent of more than \$193,941

**Earned media hits from across** 

social posts, featuring all participating restaurants and

activations across the country **National PR outreach to more than** media and influencers



