



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!

DONATION OVERVIEW

BEEF GROUP 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

ALL RESTAURANTS DONATED A TOTAL OF: **\$27,925**

IRVING CORPORATE + BIG STOP FRANCHISEES DONATED A TOTAL OF: **\$19,325**

TOP INDEPENDENT RESTAURANT DONATION OF: **\$1,500** FROM PAPA JOE'S IN CHARLOTTETOWN

RESTAURANT PARTICIPATION ROSE BY NEARLY **30%** * Compared to 2024



Canada Beef's President, Eric Bienvenue, enjoyed a delicious burger while supporting Food Banks Canada through Burger It Forward!

LOOK WHO'S A BURGER HERO

9 Beef Associations + 2 Dairy Farmer Associations (NS + NB)

262 Participating Restaurant Locations

62,431 Burgers sold (REPORTED + ESTIMATE)

211 = the average # of burgers sold per location



CHAMPION RESTAURANTS

#1

CLIVE BURGER (CALGARY, AB)

2,770

BURGERS SOLD



#2

PARK DISTILLERY (BANFF, AB)

2,031

BURGERS SOLD



#3

SIGA (SASKATCHEWAN INDIAN GAMING AUTHORITY, SASKATOON)

1,923

BURGERS SOLD



BY FEATURING ALL THEIR BURGERS IN ALL BIG STOP ATLANTIC REGIONS



BIG STOP SOLD

10,896

BURGERS

MEDIA HIGHLIGHTS

21,088,087

Total impressions including traditional, paid and social media

141

Earned media hits from across the country, with an advertising equivalent of more than

\$193,941

40+

social posts, featuring all participating restaurants and activations across the country

National PR outreach to more than

426

