



CAMPAIGN HIGHLIGHTS

HEY, BURGER IT FORWARD COLLABORATORS:

FEBRUARY 1 - 29, 2024

Together we raised an estimated

\$67,406 for food bank efforts across the country!

You are all food bank heroes!

BEEF GROUP RESTAURANT IRVING CORPORATE

DONATION OVERVIEW

CONTRIBUTION: \$51,875

DAIRY FARMERS

CONTRIBUTION:

\$1,080 Nova Scotia Dairy Farmers New Brunswick Dairy Farmers

RESTAURANTS GAVE MORE: UP BY CLOSE TO

23% *Compared to 2023

\$14,451 REPORTED

DONATIONS:

TOP INDEPENDENT RESTAURANT DONATION: THE NASH + TWISTED FORK \$500 EACH

*Compared to 2023

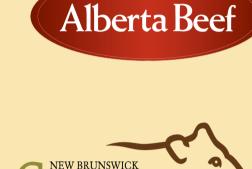
DONATED A TOTAL OF: \$8,391

+ BIG STOP FRANCHISEES

WE RAISED 25% MORE FUNDS FOR FOOD BANKS ACROSS THE COUNTRY

RESTAURANT PARTICIPATION ROSE BY NEARLY 77% *Compared to 2023





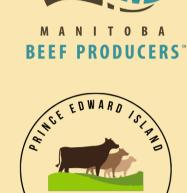
SINCE **1874**











CATTLE PRODUCERS





BURGER HERO

+ 2 Dairy Farmer Associations (NS + NB)

LOOK WHO'S A

Participating Restaurant Locations

59 794 Burgers sold (REPORTED + ESTIMATE)

Beef Associations

= the average # of burgers sold per location

CHAMPION RESTAURANTS IRVING BIG STOP SOLD BY FEATURING **BIG**STOP **ALL THEIR BURGERS** 11,785 BURGERS IN ALL BIG STOP

Restaurant

BNA

(KELOWNA, BC)

1,402

BURGERS SOLD

(CALGARY, AB) 1,581 **BURGERS SOLD**

CLIVE BURGER

ATLANTIC REGIONS



BOOM BURGER

(CHARLOTTETOWN, PEI)

1,250

BURGERS SOLD

2,424,872 FEBRUARY 151-29TH, 2024 **Total impressions from both** Support local food banks

Earned media hits from across the country, with an advertising

traditional and social media

\$24,505

equivalent of more than

Meta ads ran across the country

social posts, featuring all

participating restaurants **National PR outreach to more than** media and influencers

Canadian beef burgers!

www.BurgerItForward.ca

