



# CAMPAIGN HIGHLIGHTS

FEBRUARY 1 - 29, 2024

HEY, BURGER IT FORWARD COLLABORATORS:

Together we raised an estimated

# \$66,186

for food bank efforts across the country!

**You are all food bank heroes!**

## DONATION OVERVIEW

BEEF GROUP CONTRIBUTION:

### \$50,875

DAIRY FARMERS CONTRIBUTION:

### \$1,080

Nova Scotia Dairy Farmers  
New Brunswick Dairy Farmers

RESTAURANTS GAVE MORE:  
UP BY CLOSE TO **23%** \*Compared to 2023

RESTAURANT DONATIONS:

### \$14,231

REPORTED

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

WE RAISED **25% MORE FUNDS** FOR FOOD BANKS ACROSS THE COUNTRY  
\*Compared to 2023

RESTAURANT PARTICIPATION ROSE BY NEARLY **77%** \*Compared to 2023

IRVING CORPORATE + BIG STOP FRANCHISEES DONATED A TOTAL OF:

### \$8,391



Thank you to Mike MacDonald, Dennis Hogan, Russ Mallard and the rest of the PEI Cattle Producers and Atlantic Beef Products Inc. for your donation.

## LOOK WHO'S A BURGER HERO

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

**199** Participating Restaurant Locations

**93,582** Burgers sold (REPORTED + ESTIMATE)

**343** = the average # of burgers sold per location



## CHAMPION RESTAURANTS

BY FEATURING ALL THEIR BURGERS IN ALL BIG STOP ATLANTIC REGIONS



# BIG STOP

Restaurant

BIG STOP SOLD **11,785** BURGERS



CLIVE BURGER (CALGARY, AB)

### 1,581

BURGERS SOLD



BNA (KELOWNA, BC)

### 1,402

BURGERS SOLD



BOOM BURGER (CHARLOTTETOWN, PEI)

### 1,250

BURGERS SOLD



## MEDIA HIGHLIGHTS

**2,424,872** Total impressions from both traditional and social media

**88** Earned media hits from across the country, with an advertising equivalent of more than **\$24,505**

**16** Meta ads ran across the country

**38** social posts, featuring all participating restaurants

National PR outreach to more than **500** media and influencers

