Burger Day was proposed to the club in a three-page report by Dick Gorwill and approved with a motion on August 8, 1979 and the first Burger day was held a month later on September 4, 1979. Dick Duff, the Toronto Maple Leafs Assistant Coach was booked as a celebrity attendee and Helen Otto headed up a phone committee to phone "everyone in Lindsay" to solicit their patronage. There were 500 burgers donated by Canada Packers and garbage containers and garbage bags donated by Union Carbide.

The goal of the first burger day was to sell 2000 burgers and 2600 were sold.  A profit of $2500 was reported.