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Attention media professionals: If you would like a high resolution image to accompany this information, please contact Rose Ahern. See contact information listed.

BCI Burke Introduces Intense New Way To Play

Intensity™ gets kids moving to improve fitness

(Fond du Lac, WI) ---A bold new way to play invaded the commercial playground market when BCI Burke introduced Intensity™ at the National Recreation and Parks Association Congress & Exposition held in Indianapolis, Indiana recently. The innovative play complex is designed to address the ever-alarming rate of obesity and inactivity in children.

A recent National Survey of Children's Health reports that more than two-thirds of Americans agree that children get too little exercise. In addition, the Centers for Disease Control (CDC) reports that the percentage of overweight children aged 6-11 years has almost doubled since the early 1980's while the percentage of overweight adolescents has risen by nearly 300 percent.

"Preventing kids from becoming overweight means educating about healthy lifestyles and giving kids outlets for exercise and play that keep them physically active and mentally challenged," says Tim Ahern, BCI Burke owner/CEO. "We as adults need to help our kids get and stay fit and keep them away from incessant use of TV, video and other gaming that has taken over their free time. The experts have been telling us this for over a decade now, yet the statistics on poor health continue to climb in the wrong direction," he adds.

Intensity was developed to counteract these detrimental effects of inactivity targeted specifically for the 5 to 12-plus age group. The components have an innovative look and feel which is one of the elements that intrigues and challenges children of this age. Rather than traditional slides, decks and climbers, Intensity components are more fitness-oriented and challenging to include grids of rope to work muscles whether climbing up or down, spinners that promote flexibility and core torso strengthening, discs that call for balance and agility or a glider that promotes coordination. Another unique aspect of Intensity is that components are at ground level which creates unlimited access points and room for more kids to play.

“Throughout the development of Intensity, we relied on the guidance of the best play experts in the world—kids,” says Scott Liebelt, Engineering and Product Development Manager. “We invited them to come and play on the components. We watched their faces, body language and how it worked their bodies. What did we look for? Smiles. Excitement. Flexing muscles. Consistent pace. Determination. When we saw the kids eagerly moving on to the next challenge and coming back for more, we knew we got it right.”

Intensity features 5-inch posts that use a proven bolt-through fastening system and the Burke legendary warranty including 100-year limited coverage on posts, fastening systems and hardware; 15-year limited warranty on plastics and 5-year limited warranty on cables.

Providing playground and recreation products in the United States since 1920, BCI Burke’s team is committed to designing, engineering and building only the highest quality playground, park and recreation equipment.

Burke products meet or exceed the guidelines of the U.S. Consumer Products Safety Commission (CPSC) and the standards of ASTM International. In addition, Burke is a founding and active member of International Play Equipment Manufacturer’s Association (IPEMA) of which Ahern is the president-elect. Burke’s partnership with the National Program for Playground Safety(NPPS) to provide a free playground supervision kit with every playground fortifies the pledge to safe play for kids.

For more information about Intensity contact a knowledgeable Burke playground representative at 800-266-1250 or visit www.bciburke.com.

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