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BCI Burke 'Generations of Play™' Catalog available in print, interactive editions

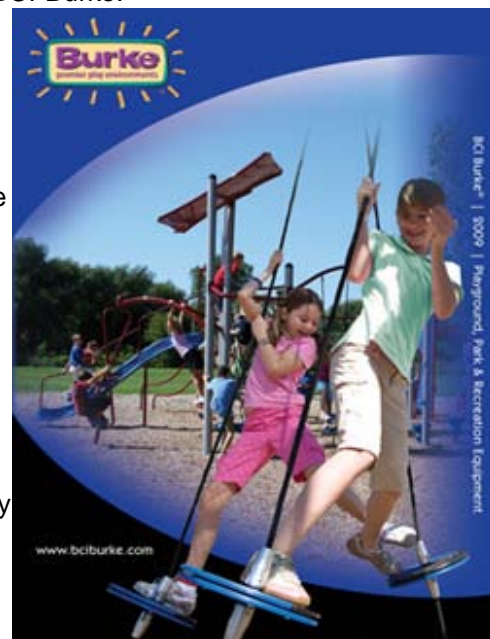
BCI Burke has announced the rollout of its 2009 catalog, built around a new "Generations of Play" concept. BCI Burke Chief Executive Officer Tim Ahern called the event a "major juncture in the long history of BCI Burke."

"Traditionally, companies of all types think in terms of days, months or -- at most -- years. As we looked at our heritage, our quality and our warranty, we realized that BCI Burke is unique in our long-term success and outlook," said Ahern. "Looking backward, we've literally served generations. Children share playgrounds with parents and even grandparents. And today, we're building playgrounds that will serve generations to come, backed by our industry-leading Generations Warranty™," he added.

The 122-page catalog includes information and photos of BCI Burke's full line of playgrounds and complementary products.

The company also rolled out an interactive digital edition, which includes all the content of the print catalog but also has links to videos, 3D playground animations and other resources. The digital edition may be reached [here](#), and a print edition may be ordered at the same address or by calling 800-266-1250.

Both editions of the catalog include the updated product line for BCI Burke's fitness-oriented Intensity® playgrounds and new products such as ShadePlay Canopies and Burke Turf™, the company's grass-like playground surface product. It also features stories and photos of "Signature" Burke playgrounds that illustrate ways in which a Burke playground can have an impact on a community.



The Mind/Body Exercise Connection

BCI Burke playgrounds are designed to get kids imagining and moving so that they develop healthy habits. So naturally, we're always keeping tabs on research linking fitness to classroom success.

One recent study, performed by Charles Hillman, associate professor of kinesiology at the University of Illinois, took 259 third- and fifth-graders and tested their fitness abilities. The results showed that higher fitness levels strongly correlate with higher academic test scores.

The latest study is in line with previous research documenting the connection. John Ratey, author of "Spark: the Revolutionary New Science of Exercise and the Brain" (2008 Little, Brown) and Harvard clinical associate professor of psychiatry, explains how more physical fitness helps in academic performance.

"I cannot underestimate how important regular exercise is in improving the function and performance of the brain," he said.

"Dopamine, serotonin, norepinephrine--all of these are elevated after exercise. So having a workout will help focus, calming down and impulsivity."

What struck us as interesting is the many ways kids receive exercise. Kids burn energy while receiving a great workout on playgrounds as well as while playing interactive games. Our team-oriented products such as Funnel Ball®, soccer goals, volleyball posts and nets, and basketball backboards help to get kids moving, while our playgrounds offer kids a "free-play" environment for exercise.

With schools' limited resources and higher performance expectations, many have eliminated recess and gym in order to focus on more time in the classroom. Many children are not getting enough of the recommended physical activity time per day, which has led to the increasing obesity trend. In fact, the percentage of overweight or obese children between six and 11 has tripled, according to the Centers for Disease Control and Prevention.

That's why we try to make fitness fun and help kids get the most benefits out of our products. For example, our fitness-oriented Intensity® playgrounds have events designed to get kids jumping, spinning and climbing. Events such as the Extreme Cyclone and Kidforce Spinner work core muscles while the Athletic Arch and Hyper Helix help increase muscle strength.

And to top it off, all Intensity playgrounds come with the Intensity Curriculum that's geared to help teachers instruct kids on how to get the maximum fitness benefits from the playground. Each Intensity playground comes with a booklet that outlines the curriculum, a lanyard with instruction cards showing details about each activity, a stopwatch, a pen, and access to the Intensity Curriculum web site that shows video clips of individual activities. For more information about the Intensity Curriculum please visit www.getintensity.com/curriculum.

Generations of Play™: Burke Built™ quality in a new light

By Tim Ahern

People never outgrow the yearning for something new and fresh. We're seeing this in a dramatic way with the excitement over the inauguration of a new President. For the moment, how people voted hardly seems relevant. It's the chance for a "fresh start" that matters.

We have fresh starts built into our politics, our business cycles, the fashion industry, our calendar and even our biology. For most of us, things always look better in the morning light, after a good night's sleep. Even if everything has been going fine, we welcome the new year, the new week, and even the new morning as an opportunity to gather our strength, look at things in a new light, and focus on new opportunities.

At BCI Burke, the publication of our new catalog at the start of each year marks a new start of sorts. And I'm especially excited about the theme of our newly published 2009 catalog: Generations of Play.

We developed the concept as we engaged in the annual process of identifying the factors that best describe BCI Burke's uniqueness. We realized that our playgrounds -- and our business -- truly transcend the generations in numerous ways:

- We've served generations of children, because we've been making playgrounds since the 1920s.
- Our playgrounds serve as a bridge among generations, as children visit them with their parents and grandparents.
- We build our playgrounds to last, so that they'll still be there when the children playing on them today return with their own children.
- Our Generations Warranty™ is the longest and strongest in the industry, with no prorations and some parts guaranteed for up to 100 years.

I love making playgrounds, because I love children. I love visiting the playground and seeing a child getting valuable exercise and laughing for joy as a result of something our engineers designed and our craftsmen made. I even love getting out there and playing myself, for that matter.

But what I love most about children is their ability to "reboot." We grownups have a hard time leaving each day's troubles behind and moving into the next with a new attitude. We take our troubles home with us, agonize over what went wrong, and start the next day already loaded up with the weight of yesterday's baggage.



Kids seem to have a healthier approach. They return to what's right. If something was fun yesterday, they'll come back to it tomorrow with a new idea for building on it. That's what we try to do with our playgrounds. Our new catalog includes all the favorites, but adds some exciting products such as our Burke Turf™, Shadeplay Canopies and new events for our Intensity® Fitness Play Complex.

Burke Reputation Sells in Ohio

When Jerry Varga first heard that his company was planning on teaming up with BCI Burke to sell playgrounds in Ohio, he was eager because he knew he'd be selling more than the products and services. He'd be selling the Burke reputation.

"I was excited when I heard that Playground World was partnering with BCI Burke. From working in the playground industry for many years, I knew about their reputation for quality products and top-notch service. Burke is a company that I'm proud to represent," said Varga who represents Burke products in northern Ohio.



And part of that reputation is due to the company listening to customer feedback. It has led them to change with the times and continually produce innovative products that meet customer needs.

"A great example of Burke innovation is the Intensity® line. People love the additions that come with it. The Intensity web site shows videos of kids using the equipment, and the new curriculum sparks people's interests. It makes it easier for teachers to organize activities that provide the maximum fitness benefits to their students," said Curtis Wright, Playground World sales rep for southern Ohio.

But though the products and technologies might have changed, service is still a Burke classic.

"Customers realize that Burke's service is first class. Because they follow through by doing what they say, it helps to build great relationships with our customers," said Varga.

And over the years the warranty has also evolved to become the strongest in the industry.

"Burke's warranty illustrates the confidence it has in its products. It is simply the best in the industry and no one can beat it. After all, we wouldn't be able to offer such a strong warranty if we didn't have the quality products to back it up," said Wright.

Interested in joining the BCI Burke team?

We're looking for reps both in the United States and abroad. Visit www.burkecareers.com for details.