



## **FOR IMMEDIATE RELEASE**

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### **BCI Burke Honors Sales Representative of the Year**

**FOND DU LAC, WI --** BCI Burke, manufacturer of commercial playground equipment, park amenities and skatepark equipment headquartered in Fond du Lac, Wisconsin, named Child's Play Inc. of Dallas, Texas, its Representative Firm of the year for 2005. BCI Burke President/CEO Tim Ahern presented the award to Child's Play owners Jay and Kathy Robertson during the company's annual sales meeting.

The award is based on Burke rep firm commitment to annual growth and fulfillment of sales goals.

"The approach that Jay and Kathy have taken for their business is to do whatever it takes to provide the highest quality products and uncompromising value-added, turn-key service for their customers," says John Hansen, Sales and Business Development Director. "They have total dedication to ensuring that their team, services and facilities will truly be nothing less than Best in Class," he adds.

Child's Play is one of 28 independent manufacturer firms representing BCI Burke worldwide. The Robertson's joined Burke in 1996 and developed an aggressive business plan that has produced continuous success and growth over the last nine years. 2001 was a turning point for Child's Play. After revamping their business plan, they moved to a new office and warehouse facility that allows

them to showcase products and maximize time spent with their customers. They currently have 7 staff that assist them in their successful business.

As the premier manufacturer of playspaces for children, BCI Burke's team of professionals has been designing, engineering and building superior quality skatepark, playground and park and recreation equipment for over 85 years. Countless exciting projects are occurring that emphasize the Burke core values of affordable quality, child development, safety and ongoing customer service that is second to none.

For more information about Child's Play or the innovative products and programs of BCI Burke, contact Rose Ahern at 800-356-2070 or visit the website at [www.bciburke.com](http://www.bciburke.com).



From left to right: Tim Ahern, BCI Burke President/CEO; Kathy and Jay Robertson, both of Child's Play; John Hansen, BCI Burke Sales/Business Development Director