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**DATES ANNOUNCED FOR 2014-15 BCI COURTSIDE LIVE EVENTS.  
REAL-TIME, INTERACTIVE CHAT WITH PRO BASKETBALL PLAYERS IN ITS SECOND  
SEASON.**

IOWA CITY, IOWA, September 3, 2014 – Basketball Club International has announced 2015 dates for BCI Courtside Live, a series of real-time, interactive, public events that connect professional basketball players to kids and fans around the world. Plans for the second season include: **October 7** (pre-season), **February 10** (pre-NBA All-Star Weekend), **March 31** (pre-NCAA Final Four Weekend), and **early June** (pre-NBA Championship Series). All BCI Courtside Live events are on Tuesdays, from 9 – 10 pm ET, at [www.spreecast.com](http://www.spreecast.com). Each event features three pro players and one moderator, who are announced several weeks prior.

While the topics of conversation in BCI Courtside Live vary according to questions asked by the audience and responses given by players, the general theme of the chat includes practical and spiritual aspects of life in the pros. There's no script, so the conversations are authentic. Players speak from the heart. A few quotable highlights from pro players last season: "You will probably be the only Bible that some people get to read." – Kelly McCarty. "Your past is not your future." – Derek Anderson. Archived events and recaps may be accessed at [www.bciedge.org/courtsidelive](http://www.bciedge.org/courtsidelive).

The BCI Courtside Live experience impacts players, adults, and kids. Many thousands have tuned in to live and archived events since the series began. Kathy Scheuerman, co-founder and President of BCI, says, "[Getting real with fans and kids] adds a whole new level of exposure and opportunity for players." Brad Jeffress, Senior VP at IMA Colorado and a member of BCI's Advisory Council, added, "Whether we are athletes or businessmen, these were principles and experiences we can take with us to help make a difference." And a mother of a young basketball fan and athlete in the audience observed, "My son hears [inspiring] advice from us all the time, [but] he really *heard* it when it came from an NBA player."

More information about BCI Courtside Live, including how to participate in or watch the premiere event on Spreecast, may be found at [www.bciedge.org/courtsidelive](http://www.bciedge.org/courtsidelive). Sponsorship and advertising opportunities are available.

**About Basketball Club International**

Basketball Club International is a unique nonprofit organization that challenges professional basketball players to grow deeper in their faith, walk alongside their peers, and share their life experiences with fans and kids. More information about BCI may be found at [www.bciedge.org](http://www.bciedge.org).



## **BCI Courtside Live Media Information**

### **Season Two**

#### **Event Dates:**

October 7, 2014  
February 10, 2015  
March 31, 2015  
Early June, 2015

#### **Event Time:**

All event times will be 9 – 10 pm ET

#### **Location:**

BCI Courtside Live will be hosted by BCI at [www.spreakast.com](http://www.spreakast.com). A link to the event is shared at [www.bciedge.org/courtsidelive](http://www.bciedge.org/courtsidelive) and via email updates.

#### **Media Access and Updates:**

BCI Courtside Live is a free, public event. You are welcome to watch the event live and/or view the event later via archive at [www.bciedge.org/courtsidelive](http://www.bciedge.org/courtsidelive). We encourage all interested parties to sign up for BCI's eBlast newsletter for current updates (including player and moderator information).

#### **Interviews:**

If you have questions or wish to speak with us (voice or chat), before or after October 7, please send your request to Kit Balasopoulov ([kit@ballascreative.com](mailto:kit@ballascreative.com)).

#### **Pitch Points:**

We recognize that BCI Courtside Live, and Basketball Club International's vision, speaks to a wide demographic. While there is often overlap between audience member interests, there are two primary areas of BCI program fanship: Fans of Pro Basketball and Fans of Character and Active Faith. BCI Courtside Live will intentionally address the priorities of these groups.

- Unique, live access to professional players
- Fans may watch or participate in an unscripted Q&A
- Open to the public (no ticket required!)
- Viewing parties may be acknowledged on screen
- Players will "get real" about practical and spiritual aspects of life in the pros
- Access to pro athletes who are also followers of Jesus
- Influence is widespread and mainstream
- Viewing parties may include youth groups and congregations
- BCI programs provide opportunities for players to "step up" for fans, kids, and peers



September 1, 2014

## BCI Courtside Live Q&A,

with Kathy Scheuerman, President of BCI

Q: As you organized your first BCI Courtside Live event, what was on your mind?

Kathy: It's amazing how quickly our organization has moved on this idea. Ten years ago, when Sharm and I founded BCI, social media technology hadn't advanced enough to create, promote, and host an international, online, real-time event with a limitless audience. We would have been talking about something more traditional, like a panel at one of our Basketball Plus camps.

Q: Your 2013 fundraiser happened online, too, through crowdsourcing. How important is it for nonprofit organizations to be web savvy?

Kathy: It's become a requirement. Whether we're raising funds for our programs, reaching new fans and kids, or encouraging a pro player to "step up his game," BCI communicates the way people do now – through social media, especially. When we want to send a letter, we email it. We haven't printed a brochure in years.

Q: BCI meets people where they are spiritually, and also where they are socially?

Kathy: Right. Yes, that's true. We want to be wherever our fans are, because our conversation – about the influence of pro basketball players – is continuous.

Q: What kind of conversations happen at BCI Courtside Live?

Kathy: There's no script, so we never know! The concept is meant to be fresh and honest. Fans and kids ask questions about life in the pros, and pro players answer them. More live questions, more live answers. The moderator keeps things moving. We expect the questions to include a mix of spiritual and practical themes, just like players hear at BCI camps and other live events.

Q: How does this event fit into BCI programs?

Kathy: BCI Courtside Live is part of BCI Leads, which is our public outreach initiative. The idea is to give professional basketball players new opportunities for community service and interaction. We like to say, "Led by faith, BCI Leads by example." Players who work with us – or through us – are champions of character, integrity, values, and active faith.



Q: And they've got game, too?

Kathy: Yes. It's because they can play that they're in the pros, and that's where some players find it challenging to "keep it real" in a world that often asks them to compromise their spiritual lives. And it can be hard to find support at this level. That's how BCI Loop, a fraternity for pro basketball players, serves. We organize the program, but the players own it and challenge each other as they see fit.

Q: Are BCI Loop players involved in BCI Courtside Live?

Kathy: We announce players who will be participating about a week before each event. We know a lot of players, many "on the path" and many considering it, and more players are getting to know us every day. While BCI Courtside Live is one way a player can "get real" with a crowd of fans and kids, BCI Loop is a fraternity of players that offers confidential peer to peer support.

Q: So players can choose a level of vulnerability?

Kathy: We encourage vulnerability and authenticity. BCI Leads and BCI Loop are both important and meaningful, but the experience of each is totally unique. A player who participates in both should be very comfortable sharing his experiences, examining his life choices, and even challenging others to strive for deeper faith and higher standards. He'd probably be a leader among his peers.

Q: Why does BCI care so much about professional basketball players?

Kathy: It started with Sharm Scheuerman, my late husband and BCI's cofounder. As a former player and coach, he never stopped caring about the young pros he met and mentored – talented, but not always prepared for the pressures of life as an athlete. BCI cares because we know that, with spiritual support, these players will lead by example. They will be real heroes and positive influencers, and the world needs more like them.

Q: What happens after a BCI Courtside Live event ends?

Kathy: Each event, including all of the questions and on-screen commentary, will be archived for viewing anytime. We see this as a long-running program. As long as there are players willing to step up, we'll help connect them to fans and kids who care. So, once the chat is finished, we'll get to work planning the next events!