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FOR IMMEDIATE RELEASE

**BCI ANNOUNCES PRO BASKETBALL PLAYERS APPEARING ON BCI COURTSIDE LIVE (CSL⁵ 2)
TUESDAY, February 13, on Facebook Live via BlueJeans OnSocial
REAL TIME, INTERACTIVE, AND ONLINE**

IOWA CITY, IOWA, February 6, 2018– Four times a year, Basketball Club International hosts a real-time, interactive, public event that connects former and current professional basketball players to kids and fans around the world. More than 37,000 viewers have tuned in to previous BCI Courtside Live events, and the audience is growing.

The next BCI Courtside Live (CSL⁵ 2) is scheduled for Tuesday, February 13, from 9 pm – 10 pm ET.

BCI Courtside Live is hosted by BCI on Facebook Live via BlueJeans OnSocial, which “connects people through conversation”. Archived events are available for viewing. **The upcoming event will feature three pro players –Ken Johnson, Lemone Lampley and Anthony Tolliver – Detroit Pistons, with Clark Kellogg, CBS Sports as moderator.** Bios for these men, as well as for those featured in previous events are available at bciedge.org/courtsidelive.

Real-time BCI Courtside Live conversations feature audience questions and player responses with a general theme of the practical and spiritual aspects of life in the pros. CSL allows players to ‘get real’ with fans and kids while being vulnerable and sharing values and experiences. Players share details from many areas of their lives, including athletics, family, and personal projects.

Following are just a few highlights from some of our earlier CSL events:

- Marcus Liberty said, "I always tell young players that patience is so important. What you put in to the game is what you'll get out of it. I hear a lot of players say 'I wish.' I just tell them, 'hard work will, wishing won't'."
- Tony Farmer told us, “You need to know to pray in the times of need, times of grief and when times are good.”
- Nick Anderson shared, “I thank God for saving me from me. I walk by faith and not by sight.”

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. Find more information about BCI Courtside Live, including past events and the opportunity to RSVP for the visit, at www.bciedge.org/courtsidelive. Get social with us on twitter@bciedge or www.facebook.com/bciedge



BCI Courtside Live Media Information

Event Dates:

October 10, 2017; February 13, 2018; March 27, 2018; Early June TBD

Event Time:

9:00 – 10:00 pm ET

Location:

BCI Courtside Live will be hosted online by BCI. A link to the event is shared at www.bciedge.org/courtsidelive, on Facebook and Twitter 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. 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), please send your request to Kit Balasopoulov (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



February 6, 2018

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: You've had fundraisers 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 kinds 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!



Anthony Tolliver

Biographical Information

Anthony Tolliver grew up playing basketball and dreaming of being the next Michael Jordan. Not only did he dream it, he lived it. He practiced harder, trained longer and put all his effort and time into perfecting his skills and fine-tuning his talent.

During his collegiate career at Creighton, Tolliver broke the 1,000-point mark for his career in his final collegiate game against Nevada in the first round of the NCAA Tournament.

Anthony's pro career started in 2007 with the Iowa Energy of the NBA Development League, before going abroad to join collegiate teammate Nate Funk with Eisbären Bremerhaven of the German Basketball Bundesliga. Following a stint in Germany he was signed by the San Antonio Spurs in July 2008 and spent the early part of the 2008–09 season between San Antonio and Austin of the D-League. Tolliver has also played with Iowa Energy and Idaho Stampede of the D-League

In 2010 Tolliver signed a contract with the Golden State Warriors, and has since been with the Minnesota Timberwolves and the Atlanta Hawks and in August 2013, Anthony signed with the Charlotte Bobcats. In July of 2014 he signed with the Phoenix Suns, and was traded to the Detroit Pistons in December of 2014.

In 2016, The Pistons made the playoffs for the first time since 2009.



Clark Kellogg

Biographical Information

Clark C. Kellogg was appointed to the Board of Trustees by Governor Strickland in June 2010. Clark is a TV Color Analyst and receives national notoriety for his work on college basketball telecasts. In July 2010, he was named Vice President of Player Relations for the Indiana Pacers.

Mr. Kellogg has done television commentating for Cleveland State University, the Big East Television Network and ESPN. In December 2008 he became the lead analyst for CBS' coverage of college basketball after serving as a game and studio analyst for over a decade. He was the lead studio analyst from 1997-2008 and has been with CBS since 1993.

He is a former first-round draft pick of the Pacers (1982, eighth selection overall) and played five seasons with the team. Chronic knee problems forced him to retire after career averages of 18.9 points and 9.6 rebounds per game as well as a unanimous selection to the 1983 NBA All-Rookie Team.

In his free time, Mr. Kellogg volunteers his time and resources to various organizations, including the Fellowship of Christian Athletes, Athletes In Action, United Way, and the American Red Cross.

Mr. Kellogg is a native of Cleveland, Ohio, and attended The Ohio State University where he was the Big Ten's MVP in 1982. He received his degree from Ohio State in 1996. He and his wife, Rosy, have three children, Talisa, Alex and Nicholas and reside in Westerville, Ohio.



Ken Johnson

Biographical Information

Ken Johnson played his collegiate basketball at The Ohio State University from 1997-2001 where he was known as a shot-blocking machine. He currently holds the Big Ten and OSU record for blocked shots.

Johnson was selected by the Miami Heat in the 2001 NBA Draft. He played in the NBA, CBA, NDBL and in Europe for nine years.

After retirement in 2010, he became a substitute teacher for six years. His heart and passion has always been working with kids.

Johnson says, "My life has taken many unexpected turns, but I have found God to be closer than ever before through my weaknesses."



Lemone Lampley

Biographical Information

Lemone M. Lampley is a 1982 CVS and 1986 graduate of DePaul University who was selected in the 2nd round of the 1986 NBA DRAFT by the Seattle Supersonics. After completing his professional basketball career in Europe in the late 90's, he returned to his alma mater to become a Director of Development for Athletics.

Following over a decade in that role, Lemone sought out his passion and started a not-for-profit organization: M.O.C.C.H.A. (Men of Color Connected for Higher Achievement) in March of 2015. The organization's mission is to mentor and teach life skills to at-risk young men from youth to adulthood while offering them opportunities to succeed academically, socially, and emotionally in urban areas locally (Chicago) with an eye on expanding to other cities in America.

Lemone who grew up on the southeast side of Chicago understands the plight faced by many young men who often are marginalized by a system, and has dedicated his life to becoming a part of the solution.

