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FOR IMMEDIATE RELEASE

**BCI ANNOUNCES PRO BASKETBALL PLAYERS APPEARING ON THE 3th BCI COURTSIDE LIVE (CSL³ 3)
TUESDAY, MARCH 29, ON SPREECAST – REAL TIME, INTERACTIVE, AND ONLINE**

IOWA CITY, IOWA, March 22, 2016 – 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 15,000 viewers tuned in to previous BCI Courtside Live events, and the audience is growing.

The next BCI Courtside Live (CSL³ 3) is scheduled for Tuesday, March 29, from 9 pm – 10 pm ET.

BCI Courtside Live is hosted by BCI at Spreecast.com, a “social video platform that connects people through conversation” and archived events are available for viewing. **The upcoming event will feature pro players – Charlie Ward, Glen Whisby and Jawad Williams (Starter for the 2005 Final Four Championship Team, the North Carolina Tar Heels), with Peter Young 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.

During one of our previous CSL events, Clark Kellogg moderated a chat with a great group of pro players. Following are just a few highlights:

- 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 Date:

March 29, 2016 at 9:00 p.m. ET

Location:

BCI Courtside Live will be hosted by BCI at www.bciedge.org/cslevents. A link to the event is shared at 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. 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 March 31, 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



March 2016

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 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!



Charlie Ward

Biographical Information

BACKGROUND SUMMARY

Listed among the most outstanding college athletes in modern history, Charlie Ward was a quarterback in football and point guard in basketball at Florida State University (FSU). During his senior year he won over thirty awards, set nineteen school and seven ACC records, won the **Heisman Trophy** and subsequently led the **FSU Seminoles** to their first-ever **National Championship** under legendary Coach Bobby Bowden. Though undrafted by the NFL in 1994, Ward became a first-round draft pick of the New York Knicks, helping them reach the playoffs 6 straight years from 1996 to 2001. He played eleven seasons in the NBA with New York, San Antonio, and Houston then served as an assistant coach with the Houston Rockets for two years.

In 2007 Ward accepted a position as assistant coach for the varsity boys basketball & football teams at Westbury Christian School in Houston, Texas. A year later he was named to his current position as head coach of the varsity football team. In 2006 he was elected to the **College Football Hall of Fame**. In 2008 he was honored as an **ACC Legend** and in 2009 he was inducted into the **Orange Bowl Hall of Fame**. During the 2010 NBA All-Star Weekend Ward was presented the **Bobby Jones Character Award** and he is the 2011 **John Wooden Legends of the Hardwood “Keys to Life” Award** winner.



PROFESSIONAL EXPERIENCE

HEAD FOOTBALL COACH – WESTBURY CHRISTIAN SCHOOL 2007-present, Houston, TX

Coach for high school football team, provide oversight and direction for school football ministry. Assist with development office in building business contacts in the community, raising awareness and funding for the school. Chaired two “Tribute of Excellence” benefits as major fundraisers for the school’s sports complex. Represent the school at business breakfasts, lunches, and dinners. Charlie Ward Football Camps for kids.

ASSISTANT BASKETBALL COACH – HOUSTON ROCKETS, 2005-2007, Houston, TX

Worked with younger players to evaluate skill level then help with skill development for high-level competition. Created individualized workout plans and offered character mentoring. Assisted the head coach in scouting opponents and submitting scouting reports. Represented Rockets organization making community appearances and speaking at schools around the region and hosted the Charlie Ward Rockets basketball clinic for young people.

FOUNDER & DIRECTOR – CHARLIE WARD BASKETBALL CAMPS – 1997-2007

Created and underwrote Christian basketball camps in New York, Pennsylvania and Georgia for girls and boys ages 8-18 to help develop their basketball skills as well as their character using Christian principles. Incorporated an A-list of guest speakers and practical Bible studies. Several former campers went on to Division-1 programs and one is currently in the WNBA.

PROFESSIONAL ATHLETE 1994–2005

New York Knicks, San Antonio Spurs, Houston Rockets

Starting and back-up point guard. NBA All-Star 3-point contest participant. Spokesperson for Habitat for Humanity, Born to Read, Make a Wish, March of Dimes and other civic organizations in NY. Represented team organization making numerous community appearances to speak to young people and keynote events in the respective regions. Developed and sponsored Saturday enrichment program for youth in New York. Helped establish a bible study on the New York, San Antonio, and Houston teams. Ticket sponsor for community youth groups at home games in NY & Houston.

COMMUNITY INVOLVEMENT

Community Advisory Board - The Dorothy Height Center for Health Equity and Evaluation Research (formerly the MD Anderson Center for Research on Minority Health)

Board of Trustees - Houston Baptist University, Houston, TX – Board of Trustees



International Sports Camps Missionary – Athletes in Action, European Tour; Rhema Church Basketball Court Sneaker Drive and Clinic, Johannesburg, South Africa; Football Clinic, Pago Pago, Samoa.

Speaker & Appearances: Air it Out Camp, Houston, TX; Texans Quarterback Camp, Houston, TX; Camp speaker at various football and basketball camps for children and college students nationally; NASA Black History keynote; Fellowship of Christian Athletes Speaker; Keynote address for Thomas University, Thomasville, GA; Keynote addresses for elementary, middle & high schools banquets, churches and civic organizations around the country; and various trade show and charity autograph signings.

EDUCATION

Bachelor of Arts, Therapeutic Recreation, 1993 - Florida State University, Tallahassee, FL

PERSONAL

Married to Tonja H. Ward, Father of three.



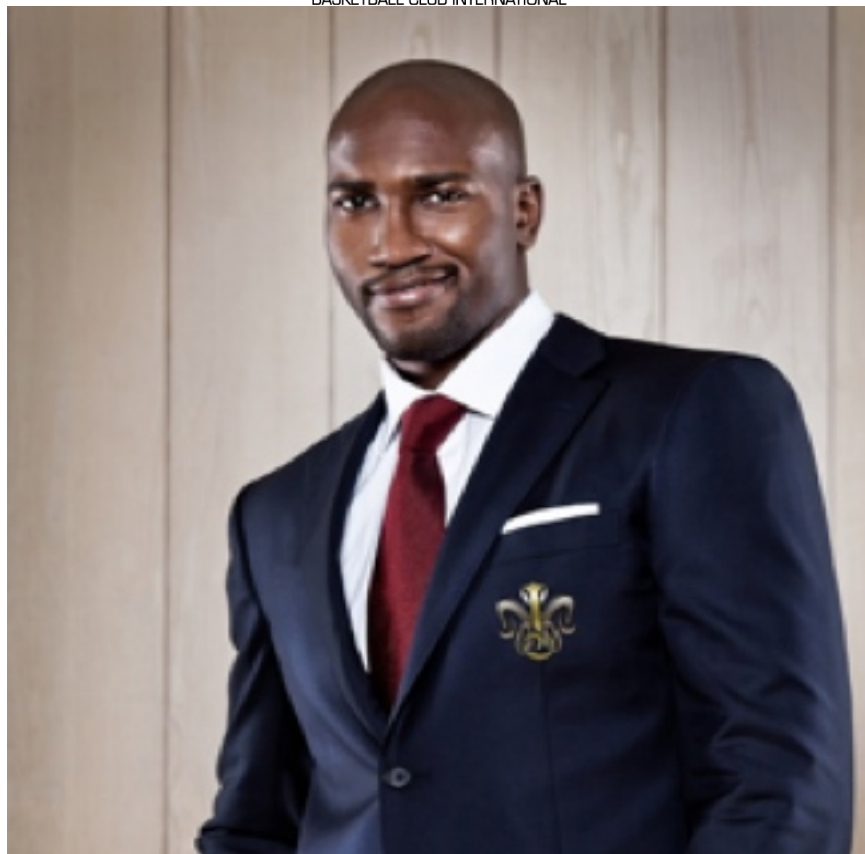
Glen Whisby

Biographical Information

Glen was born in Chicago and attended High School in Brookhaven Mississippi. After four impressive seasons at Southern Mississippi (1991-95), Whisby was drafted by Fort Wayne Fury of the CBA in the second round (29th overall) of the '95 CBA Draft.

Whisby went overseas in 1995 and played professionally in Spain. He also played in Italy, Russia, Slovakia and Turkey.

Glen is currently at Seton Hill University in Greensburg PA where he is completing his Masters, serving as assistant men's basketball coach during the 2014-15 season.



Jawad Williams

Biographical Information

Born and raised in Cleveland, OH. Jawad attended St. Edward High School. While at St. Edward, he garnered All American status while also winning a state championship.

Jawad played collegiate basketball at University of North Carolina at Chapel Hill and graduated with a degree in African American Studies. He was a starter on the 2005 UNC National Championship Team.

Since leaving school Jawad has traveled the world playing basketball. He has played in Japan, Spain, Israel, Turkey, Puerto Rico, the NBA Development League and also in the NBA. He is currently in his 11th year as a professional basketball player.

"Strive to Excel, Never to Equal."



Peter Young

Biographical Information

Professionalism and versatility, the two hallmarks of Peter Young's broadcasting career, have been honed over the past 20 years covering well over 20 different sports.

Peter has worked for ESPN, the Pac12 Network, Universal Sports and previously worked for numerous other networks including the Outdoor Life Network, Versus, CBS, TNN and others.

On his website, www.peterbyoung.com he shares his passion for using sports parables to teach life lessons and spread the message of Christ. That passion is also evident in his first novel, The Blue Team, which was recently released to high acclaim. You learn more about the story at www.theblueteamnovel.com.

Peter played basketball at the George Washington University in Washington, D.C. and was Tri-Captain of the 1991 team that went to the NIT. During this time he also traveled overseas with Athletes in Action. After his playing days ended he coached one year at the University of Colorado before spending time in the high school ranks.