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FOR IMMEDIATE RELEASE

**BCI ANNOUNCES PRO BASKETBALL PLAYERS APPEARING ON BCI COURTSIDE LIVE (CSL<sup>4</sup> 4) TUESDAY, MAY 30, ON FACEBOOK LIVE, VIA BLUEJEANS PRIMETIME – REAL TIME, INTERACTIVE, AND ONLINE**

IOWA CITY, IOWA, May 16, 2017 – 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 the BCI Courtside Live events this season, and the audience is growing.

**The next BCI Courtside Live (CSL<sup>4</sup> 4) is scheduled for Tuesday, May 30, from 9 pm – 10 pm ET.**

BCI Courtside Live is hosted by BCI on Facebook Live, via BlueJeans Primetime. BlueJeans Primetime changes the dynamic on Facebook Live, by enabling multiple people in different locations to come together and interact on Facebook Live. Archived events are available for viewing. **The upcoming event will feature three pro players – Allan Houston (Former NY Knicks All-Star), Daniel Nwaelele (NBA D-League, Austin Spurs) and Lanny Smith (former player, Founder and CEO of Active Faith Apparel) with Adrian Branch (ESPN) as moderator.** Bios for these men, as well as for those featured in previous events are available at [bciedge.org/courtsidelive](http://bciedge.org/courtsidelive).

Real-time BCI Courtside Live conversations feature audience questions and player responses with a general theme of 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.

*Fan favorite quotes from previous CSL events include:*

- “95% of the world is built up of people other than celebrities and athletes. Those are the people I need to focus on.” – Derek Anderson
- “I tell kids: anything you want to do in life, you put God first and you can do it.” – Kelenna Azubuike
- “I knew if I took care of God’s business, then he would handle mine.” – Kelly McCarty
- “If you have a positive outlook on life, you don’t hear the negative. All you hear is the good.” – Derek Anderson
- “Praying for your teammates is underrated.” – Kelenna Azubuike
- “You will probably be the only Bible that some people get to read.” – Kelly McCarty
- “Your past is not your future.” – Derek Anderson

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, at [www.bciedge.org/courtsidelive](http://www.bciedge.org/courtsidelive). Get social with us on twitter@bciedge or [www.facebook.com/bciedge](http://www.facebook.com/bciedge)



## **BCI Courtside Live Media Information**

### **Event Dates:**

October 25, 2016; February 13, 2017; March 28, 2017; May 30, 2017

### **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](http://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](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), 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



May 16, 2017

## 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!



**Adrian Branch**

### **Biographical Information**

Adrian Branch joined ESPN in 2007 as a college basketball analyst. He is a former guard/forward and second-round draft pick of the Chicago Bulls after a successful collegiate career at the University of Maryland.

During his four seasons in the NBA, Branch played for the Los Angeles Lakers, with whom he won the 1987 NBA championship, as well as the New Jersey Nets, the Portland Trail Blazers and the Minnesota Timberwolves.

After his NBA career, Branch spent time playing in Europe for teams in Australia, Spain, France, Israel and Turkey. He has since devoted much of his time to speaking with students, youth groups and collegiate and professional sports teams. He has been considered one of the top 10 most requested speakers for school assemblies and youth organizations.

In 2004, the Charlotte Bobcats named him television color analyst for the team's 60 games on Carolinas Sports Entertainment Television. Before that, he was a studio analyst and college basketball analyst for Comcast Sportsnet in his hometown of Washington, D.C. He also appeared on *Wizards Post Game Live* as a commentator for the Washington Wizards.



Branch, named an ACC Legend in 2004, attended Maryland and was the third all-time leading scorer during his time there, which included a run to the ACC championship in 1984. He averaged 16.4 points and 74.8 percent on free throws through four seasons with the Terps. In his senior season of 1984-85, he had career highs of 671 points 45 steals in 37 games. He also was a two-time All-America honorable mention and led the Terps to the Sweet 16 in 1984 and 1985.

Branch played high school basketball at of DeMatha High School the same time as Michael Jordan, and the two played together in the McDonald's All-American game, for which Branch received the MVP award.



**Allan Houston**

### **Biographical Information**

Allan Houston is Assistant General Manager of the New York Knicks, General Manager of the Westchester Knicks, and President of Allan Houston Enterprises, a diversified media and apparel firm. A man of faith and strong family values, Allan lives his life with the determination to apply his success as a professional athlete to help others. Since its creation in 2001, the Allan Houston Legacy Foundation (AHLF) has served thousands of participants across the country through programs that promote youth mentoring, responsible fatherhood, and entrepreneurship. In addition, he has served as a spokesperson for the National Fatherhood Initiative, an international ambassador for the NBA, and an analyst for ESPN.

Allan is best known for his years as shooting guard for the New York Knicks, (1996 – 2005). Touted as one of the “purest shooters” in the NBA, Allan finished his career as one of the NBA’s all-time greatest long-range shooters (#11 in three pointers made) and one of the all-time leading scorers in Knicks history (#2 in three pointers, #4 in total points, and #8 in scoring average). Allan is a two-time NBA All-Star, and in his last healthy season (2002-03) finished as the 10th leading scorer in the league. But for all his accomplishments he is especially proud of being named one of the “Good Guys in Sports” four times



by The Sporting News, and helping Team USA bring home the gold medal in the 2000 Summer Olympics games in Sydney, Australia.

Allan's dedication to helping others is demonstrated through the exciting work of AHLF. Foundation programs include "Father Knows Best" Basketball Retreats; the Allan Houston Business Education and Development Program, and his newest program, the Allan Houston Mentoring Initiative (AHMI), launched in 2016. AHLF has used a leadership and relationship development system, FISLL, created by Allan and his family to power its programs.

FISLL is a life learning, development, and coaching system that teaches and actuates 5 essential values of Faith, Integrity, Sacrifice, Leadership, & Legacy as the transformational Fundamentals of Life. FISLL's mission is to provide its teaching and messaging framework through experiential learning to community leaders, parents, coaches, school administrators/teachers as a tool to further equip them to develop deeper level leadership skills that incorporate training in the 3 dimensions of mind, body and spirit. FISLL is being used in schools, community and sports programs, to great acclaim.

In recognition of his committed work to improve the lives of youth, Allan was named "Father of the Year" by the National Fatherhood Initiative in 2007; "Social Entrepreneur of the Year" by Tulane University in 2008, and received the President's Council on Service and Civic Engagement Award from the Obama Administration in 2011. In 2015, Houston was honored by the Tennessee State Legislature for his Foundation's extraordinary work in the community.

"I've been very blessed to have parents who taught me that whatever you do, you have to have a vision, strive for excellence and maintain humility," says Allan of his far-reaching career. "Above all, they taught me to be the best person I can be, to value relationships, and that we can always learn from others. Coaches often say that the players who are listeners - and therefore teachable - are the ones who will progress. Being a coach's son, I've always tried to take that approach; that sometimes you've just got to be quiet and watch and learn."

With a strong entrepreneurial spirit inherited from his parents - Wade and Alice Houston are partners in Louisville-based HJI Inc., a family-owned transportation and logistics company - Allan continues to build and expand Allan Houston Enterprises, which holds interests in such diverse areas as apparel and urban inspirational media content and aggregation. Allan is currently co-producing a film project expressing the values of FISLL through the personal stories of youth and families, and is at work on a memoir.

Allan was born on April 20<sup>th</sup> in Louisville, Kentucky and holds a BA in African-American Studies from the University of Tennessee. While there, he played for the Vols, for whom his father Wade was head coach. Allan also holds Honorary Degrees from Western Connecticut State University and Dowling College. He and his wife Tamara are proud parents of seven children: daughters Remie, Rowan, Jade, Jodi and Truth and sons Allan III and Asher.





**Daniel Nwaelele Jr.**

### **Biographical Information**

Daniel Nwaelele Jr. went to Inglesmoor High school in Kenmore, WA. Following his high school graduation he attended the Air Force Prep School and the Air Force Academy in Colorado Springs from 2002 – 2007. graduating high school, I attended the Air Force Prep School and the Air Force Academy in Colorado Springs from 2002-2007.

After graduating from high school, Nwaelele joined the Air Force Falcons. In four seasons, he averaged 9.8 points, 2.4 rebounds and 1.6 assists per game. At the end of his stay at the Academy, he was ranked second in program history in three-point field goal percentage with 45.1 percent. During his career with the Falcons, they were Mountain West Conference Champions in 2003, made two NCAA Tournament appearances in 2004 and 2006 and played in the NIT Final Four in 2007.

Following his collegiate career Nwaelele was stationed at Keesler Air Force Base Biloxi, MS as a Contracting Officer for 5 year Active Duty Service Commitment (2007-2012). In 2010 he was deployed to Kandahar, Afghanistan, and to Riyadh, Saudi Arabia in 2011.

-Started playing professionally after military commitment was complete. NBDL (Santa Cruz Warriors/ Austin Spurs).

Nwaelele started playing professionally following his military commitment. He has played in the NBDL for the Santa Cruz Warriors and the Austin Spurs.



**Lanny Smith**

### **Biographical Information**

Lanny Smith is the CEO of Active Faith Sports, a faith based sports apparel brand he founded in 2012. He is a former professional basketball player who spent time playing in the NBA, the NBA Development League, and overseas in China, Korea and the Philippines. Lanny's vision for Active Faith Sports has unfolded as it is worn by over 100 athletes in the NBA, NFL, MLB, and has customers in over 40 countries.

Outside of his duties as CEO, Lanny is also hired by the NBA as a speaker who talks to players and teams about transitioning into life and business after basketball.