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**BCI ANNOUNCES PRO BASKETBALL PLAYERS APPEARING ON THE 4<sup>th</sup> BCI COURTSIDE LIVE (CSL<sup>5</sup> 4)  
Tuesday, May 29, on Facebook Live via BlueJeans OnSocial –REAL TIME, INTERACTIVE, AND ONLINE**

IOWA CITY, IOWA, May 22, 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 our earlier BCI Courtside Live events, and the audience is growing.

**The next BCI Courtside Live (CSL<sup>5</sup> 4) is scheduled for Tuesday, May 29, from 9 pm – 10 pm ET.**

BCI Courtside Live is hosted by BCI on Facebook Live via BleJeans OnSocial. Archived events are available for viewing. **The upcoming event will feature three pro players – Steffond Johnson, Dan McClintock and Tyler Smith with Adrian Branch (ESPN) as moderator.** Bios for these men, as well as for those featured in previous events (Derek Anderson, Kelenna Azubuike, Dan Dickau, Maurice Evans, Kelly McCarty, Roger Powell, Anthony Tolliver, Mike Wilks and Tyler Zeller) 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 earlier 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 for the visit, 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 10, 2017; February 13, 2018; March 27, 2018; May 29, 2018

### 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 29, 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!



**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.



**Dan McClintock**

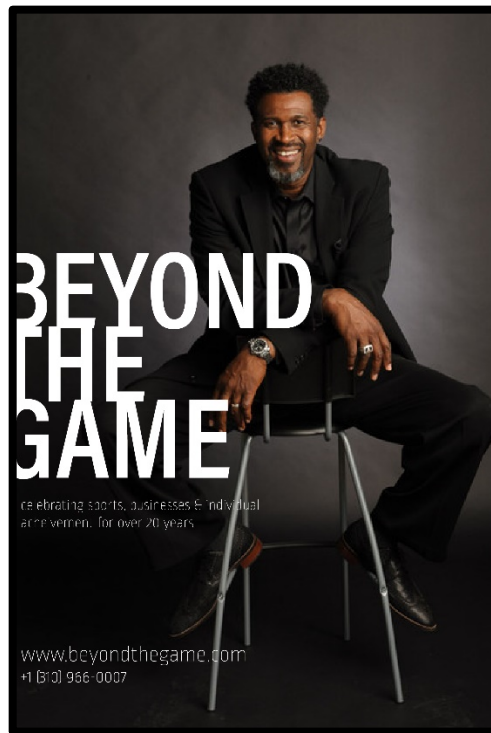
### **Biographical Information**

Dan graduated Northern Arizona University, after which he was drafted in the 2000 draft by the Denver Nuggets. He spent part of the 2000 season with the Kansas City Knights before finishing the season with the Nuggets. Following his time in the NBA, He was signed by the Shanghai Sharks of the Chinese Basketball Association to do nothing less than replace the irreplaceable Yao Ming at center. That made McClintock the man in the middle of the biggest sports story in China.

In addition to China, Dan went on to play professionally for 13 years in six different countries in Europe (Italy, Latvia, France, Germany, and Monaco).

Dan also spearheaded a network of professional basketball players that provided sponsorship of orphan care homes throughout Africa that provided a trusted and safe home environment for children. He continues to actively support orphan care worldwide.

He and his wife, Alisha, have been married for 13 years and have two sons and a daughter.



**Steffond Johnson**

### **Biographical Information**

Steffond Johnson has a long history with the game of basketball. His passion for the game began when he joined his first team in the seventh grade. He later went on to play for his high school in Longview TX, was recruited to Louisiana State University, later transferring to San Diego State University. Steffond opted for the NBA and was signed by the Los Angeles Clippers where he played for one year. He also played professionally in Turkey, Cyprus, Uruguay, Italy and Venezuela.

Johnson is the currently the head coach, Men's Basketball, at Dallas Christian College. One of his primary objectives in coaching is to build strong character in his players, which he believes will translate to his team's success.

Coach Johnson currently lives in Northwest Dallas and is happily married, 25 years and counting, to Christina Johnson. He has two daughters and a one son. He was born and raised in Longview Texas, where he graduated from Longview High School.





**Tyler Smith**

### **Biographical Information**

Tyler Smith grew up in Lake Bluff, IL and was highly involved in sports and numerous extracurricular activities throughout junior high and high school. A 2002 Penn State graduate (Telecommunications), Tyler was a 3-year starter on the men's basketball team and was an Academic All-American. He played a key role during Penn State's 2001 NCAA Sweet 16 March Madness run when they knocked off North Carolina en route to PSU's best season in almost 50 years. Following his graduation from Penn State, Smith played professional basketball for 11 years in the U.S. and overseas from 3rd world countries to the NBA. His travels took him to 7 countries (Holland, Italy, Uruguay, Argentina, USA, Japan, Thailand) on 4 continents as he played for 12 different teams.

Tyler now lives in State College, PA and owns a company called CryoZone that offers Whole Body Cryotherapy. He also works for a medical device company called Zimmer Biomet. He is blessed to be surrounded by ladies at home with Cara (wife), Hannah (10), Lexi (5), and Tori (3). He hopes his girls look more like mom each day."

Smith recently wrote about his journey as a pro basketball player in his book *Called For Traveling: My Nomadic Life Playing Pro Basketball Around The World*. It's funny and relatable. One does not need to be a sports fan to enjoy Smith's story. He writes in a conversational manner, making *Called For Traveling* a fast read.