



CONTACT:
Kit Balasopoulov
(303)807-4561
kit@ballascreative.com

FOR IMMEDIATE RELEASE

**BCI ANNOUNCES PRO BASKETBALL PLAYERS APPEARING ON THE 4th BCI COURTSIDE LIVE (CSL² 4)
TUESDAY, JUNE 2, ON SPREecast – REAL TIME, INTERACTIVE, AND ONLINE**

IOWA CITY, IOWA, May 27, 2015 – 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 10,000 viewers tuned in to previous BCI Courtside Live events, and the audience is growing.

The next BCI Courtside Live (CSL² 4) is scheduled for Tuesday, June 2, 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 – Adrian Branch-now with ESPN, Coach Patrick Mutombo and Marcellus Sommerville – Regatas Corrientes in Argentina, with Clark Kellogg 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 the first of four events this basketball season, 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:

June 2, 2015 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



June 2015

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.

<http://espnmediazone.com/us/bios/adrian-branch/>



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.**

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 is returning to the studio in 2014. He 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.



Marcellus Sommerville

Biographical Information

Professional Career

After participating in several NBA tryouts, Sommerville began his pro career with Atomeromu SE Paks in Hungary's A Division in 2006. Sommerville's contract in Hungary was bought out by Angers BC 49 in France's Pro B league and he debuted with 19 points and four rebounds Jan. 5, 2007. After completing the regular season with Angers BC 49, Sommerville finished his rookie pro season by helping Chalon to the semifinals of the French Pro A playoffs. He is currently playing in Argentina in the top league with Regatas Corrientes.

Bradley Career Summary

Originally signed with Iowa out of high school, but transferred to Southwestern Illinois College after being redshirted his freshman season in 2001-02. A first-team junior college All-American in his only season at Southwestern Illinois College, Sommerville signed with Bradley during the 2002 Early Signing Period and enjoyed a stellar three-year career (2003-06) at his hometown school. Sommerville averaged 16.2 points per game during his three-year Bradley career, the ninth-best scoring average in school history, and he finished 12th on the school's all-time scoring list with 1,493 points. He was the only Valley player to finish among the league's top five in both scoring and rebounding during each of his three seasons at Bradley. Sommerville finished fifth on Bradley's career list for 3-point field goals (153), He also became the first-ever Missouri Valley Conference player to record at least 600 rebounds (662) and 150 3-pointers during a 3-year period -- eighth player overall.



Off The Court

The Marcellus D. Sommerville Foundation is being established by Marcellus and his wife Brooke. They were both born and raised in Peoria, Illinois and attended Peoria Central High School. The Sommerville's credit their success to God, Family, and Basketball. They are now committed to coming back to the community that has been so supportive to them. Through this foundation they are committed to share their experience, talents, and guidance with the young people of Central Illinois.



Patrick Mutombo

Biographical Information

Patrick Mutombo enters his fourth season with the Nuggets. He joined the team as a player development coordinator in 2011-12 after being a member of the Metro State University coaching staff. In his role with the Nuggets, Mutombo is responsible for developing game plans along with the Head Coach. He also works closely with the players to improve their individual skills throughout the season and offseason.

Mutombo annually serves as an instructor at the NBA's Basketball Without Borders Africa camp and other basketball camps throughout Africa (Top 50 camp in Nigeria, Giant of Africa in Kenya). A native of the Democratic Republic of Congo, Mutombo developed his basketball skills while growing up in Belgium, and he later played under Coach Mike Dunlap at Metro State in Denver.

Mutombo spent six years playing professionally in Italy, Greece and the NBA Development League. He played four seasons in the top league in Italy, one season for Trikala 2000 in Greece's top league, and the 2009-10 season with Bakersfield in the NBDL.

Mutombo turned pro after a distinguished career at Metro State (1999-2003). He helped the Roadrunners win two NCAA Division II national championships (2000 and 2002) and was named second-team All-America in 2001 and first-team All-America in 2002. Mutombo ranks second in school history in career free throw percentage (.853), fifth in field goals made (571) and ninth in points (1,360). He was inducted into the Metro State Athletics Hall of Fame in February 2011. Mutombo, who graduated from Metro State in 2003 with a degree in political science, resides in Denver with his wife Magali and their three children. In his spare time, he enjoys painting, sculpting and building wood furniture

<http://www.nba.com/nuggets/staff-directory#mutombo>