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FOR IMMEDIATE RELEASE

**BCI ANNOUNCES PRO BASKETBALL PLAYERS APPEARING ON THE 1st BCI COURTSIDE LIVE
EVENT FOR THE 2017 SEASON - REAL TIME, INTERACTIVE, AND ONLINE**

Tuesday, October 25, via Youtube Live

IOWA CITY, IOWA, October 15, 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. Thousands of people have tuned in to the past three seasons of BCI Courtside Live.

The next BCI Courtside Live (CSL⁴ 1) is scheduled for Tuesday, October 25, from 9 pm – 10 pm ET.

BCI Courtside Live is hosted by BCI on Youtube Live, a “social video platform that connects people through conversation” and archived events are available for viewing. **The upcoming event will feature three pro players – John Bryant (Player Development Coach-76ers), Mike Penberthy (LA Lakers Championship Team – 2001) and Garrett Temple (Sacramento Kings), with Clark Kellogg as moderator.** Bios for these men, as well as for those featured in the past two seasons are available at 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.

BCI Courtside Live has had three great seasons, and we're planning more big things for our fourth. BCI Courtside Live is meant to have a wide impact, giving “viral” treatment to the values, faith, and positive messages shared by pro players who are *stepping up their game*.

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 25, 2016; February 13, 2017; March 28, 2017; 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 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



October 15, 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!



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.



Garrett Temple

Biographical Information

Garrett Bartholomew Temple (born May 8, 1986) is an American professional basketball player for the Sacramento Kings of the National Basketball Association (NBA).

He played college basketball for Louisiana State University from 2005 until 2009. In his senior season, he became LSU's all-time leader in minutes played (4,432). He earned All-SEC Defensive team honors, as well as being named to the coaches' All-SEC second team. In 35 games, he averaged 7.1 points, 4.5 rebounds, 3.8 assists and 1.7 steals per game.

The six-year NBA veteran spent the last four seasons with the Washington Wizards Temple is coming off a very strong solid with the Wizards, where he averaged career-highs in points and rebounds per game, and shot a respectable 34.5 percent from beyond the arc while providing dependable perimeter defense and recently signed with the Sacramento Kings.

“I don’t even give Garrett a position,” center DeMarcus Cousins said. “He’s just a hard-nosed worker. Anything you ask him to do, he’s going to do it. He’s doing the dirty work. He’s doing whatever is needed for the team and you can’t help but to appreciate guys like that.”



John Bryant

Biographical Information

John Bryant is currently a Player Development Coach with the Philadelphia 76ers. Bryant spent the past five seasons in the NBA Development League. The most recent two seasons as an Assistant Coach with the Delaware 87ers. Bryant served the remaining three as Associate Head Coach and Head Strength and Conditioning Coach with the Bakersfield Jam.

In addition to the D-League, he has been an Assistant Coach with the Nigerian Men's National basketball team for past two seasons. Most recently coaching the Nigerian team competing in the 2016 Rio Olympics this past summer.

Prior to his coaching career, he played professionally in the NBA D-League (Bakersfield), Australia, China, Czech Republic, England, Germany and the ABA. Bryant played his collegiate ball at St. Joseph's University from 2001-05, where he started on the 2003-04 team that went 27-0 in the regular season. Bryant served as co-captain during his senior campaign with the Hawks.

Bryant currently resides in Cherry Hill, NJ with his wife Allison and two children, Miles and Vera.



Mike Penberthy

Biographical Information

Born in [Los Gatos, California](#), Mike Penberthy graduated from [Herbert Hoover High School](#) at [Fresno, California](#) in 1993. He played college basketball for [The Master's College](#) in [Santa Clarita, California](#), where he played with distinction, broke numerous school records (including most career points) and was a 2-time [NAIA](#) All-American.

Penberthy was a member of the [Lakers'](#) 2000-01 [NBA](#) championship team, appearing in 56 games for the Lakers during the 2000-01 season. The 6-foot-3 guard from Master's College averaged 16.1 minutes and 5.0 points a game while shooting 39.6% from three-point range and 90.3% from the free-throw line. Following his stint with the Lakers, Penberthy played overseas in Italy and Germany.

He is known throughout the NBA as one of the best shooters to play the game. Mike contracted as an NBA shooting coach for the Minnesota Timberwolves and now contracts with many of the best players in the NBA to help them improve their game.

Mike and his wife Wendy live in Valencia CA with their three children.