



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

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**BCI ANNOUNCES PRO BASKETBALL PLAYERS APPEARING ON THE 1st BCI
COURTSIDE LIVE EVENT FOR THE 2015 SEASON - REAL TIME, INTERACTIVE, AND
ONLINE**

Tuesday, October 7, via Spreecast

IOWA CITY, IOWA, October 1, 2014 – 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 tuned in to the first season of BCI Courtside Live.

The next BCI Courtside Live (CSL² 1) is scheduled for Tuesday, October 7, 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 three pro players – Nick Anderson, Tony Farmer, and Marcus Liberty, with Clark Kellogg as moderator.** Bios for these men, as well as for those featured in the 2014 series (Derek Anderson, Kelenna Azubuike, Dan Dickau, Maurice Evans, Jelani Gardner, Ryan Hoover, Fred Jones, Kelly McCarty, Roger Powell, Anthony Tolliver, Mike Wilks and Tyler Zeller) 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 had a fantastic first season, and we’re planning more big things for our second. Brad Jeffress, Senior VP at IMA Colorado and a member of BCI’s Advisory Council, observed, “Whether we are athletes or businessmen, these were principles and experiences we can take with us to help make a difference.” And a mother of a young basketball fan and athlete in the audience told us, “My son hears [inspiring] advice from us all the time, [but] he really *heard* it when it came from an NBA player.”

Fan favorite quotes from the CSL 2014 include:

"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. Get social with us on twitter@bciedge or www.facebook.com/bciedge



BCI Courtside Live Media Information

Event Date:

October 7, 2014 at 9:00 p.m. ET.

Location:

BCI Courtside Live will be hosted by BCI at Spreecast.com. 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 October 7, 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, 2014

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 kind 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

Often recognized as the preeminent voice of college basketball, Clark Kellogg is the lead studio analyst for CBS Sports' coverage of college basketball, including the NCAA Division I Men's Basketball Championship. Kellogg has been a CBS Sports college basketball game and studio analyst for the past two decades. His experience as a former standout player has made him a trusted and entertaining voice in college basketball.

Kellogg is only the second CBS Sports lead college game analyst since Billy Packer joined the network in 1982. Kellogg called his first Final Four and NCAA Division I Men's Basketball Championship in April 2009. He joined CBS full-time in 1997 as a studio/game analyst for the network's college basketball coverage. Kellogg served as a game analyst for CBS Sports' NCAA Tournament coverage in 1993 and 1994 and as studio co-host for first- and second-round coverage from 1994 to 1997. He has also co-hosted The Road to the Final Four since 1997.

From 1990 to 1997, Clark served as an analyst for ESPN's regular-season basketball coverage. He has worked for the Big East Network and Prime Sports. Clark previously served as a television broadcast analyst for the NBA's Indiana Pacers from 1990 to 2014 and served as the team's Vice President of Player Relations from 2010 to 2014.



In addition to Clark's role with CBS Sports, his voice has continuously appeared in the top-selling video game NBA 2K franchise. Over the years, Clark has earned the trust and served as a spokesperson for national brands such as AT&T, Capital One, Coca-Cola, and Enterprise Rent-A- Car. In his free time, Clark volunteers his time and resources to various organizations, including the Fellowship of Christian Athletes, Athletes in Action, United Way, American Red Cross, and the Heart of a Champion Foundation.

Kellogg played for Ohio State University from 1979-82 where he earned All-Big Ten and Most Valuable Player honors. In 1982, Clark was the No. 1 draft pick of the Indiana Pacers and played five seasons before retiring with chronic knee problems. He received a marketing degree from Ohio State in December 1996. A Cleveland, Ohio native, Kellogg now lives in Westerville, Ohio, with his wife, Rosy, and three children. He also serves as a member on The Ohio State University Board of Trustees.



Nick Anderson

Biographical information

Nick Anderson was born on January 20, 1968 in Chicago, Illinois spending thirteen years in the NBA beginning in 1989, most of them with the Orlando Magic. A solidly built swingman, Nick Anderson honed his game in Chicago. As a high school senior, he was named "Mr. Basketball" in Illinois after leading his team to the city championship and a No. 1 national ranking in USA Today. Upon his graduation, Anderson, who wears uniform No. 25 in memory of Ben Wilson, a high school friend and teammate who was killed in a shooting continued his exploits at the University of Illinois. After sitting out his freshman year, he turned in two outstanding seasons, teaming with future NBA players Kendall Gill and Marcus Liberty. As a junior, Anderson averaged 18.0 points and 7.9 rebounds to help lead the Illini to a 31-5 record and a berth in the 1989 NCAA Final Four. Following that season he declared himself eligible for the NBA Draft.

Anderson left school and entered the NBA Draft in 1989, where he was selected with the eleventh pick of the first round by the Orlando Magic. As the Magic were an expansion team that season, Anderson was the first draft pick in franchise history. Nick went on to be the Magic's all-time leader in many categories such as games played (692), minutes played (22,400), points (10,650), steals (1,004) and second in rebounds to Shaquille O'Neal with 3,667. He ended his career in 2002.

During his career, Nick was involved in numerous contributions in his community. He founded 'Nickels for Nick', a program that raises money to support Meals on Wheels and provided financial assistance to Asia Akins and her daughter after their apartment burnt down in the fall of 2000.



Anderson scored more than 10,000 points in a Magic uniform but he'll be remembered just as much for the assists he gave off the court. Some around the Orlando community dubbed him Saint Nick for his generosity that earned him the inaugural Rich and Helen DeVos Community Enrichment Award in 1996. Anderson displayed an especially heartfelt touch around the holidays, planning Thanksgiving dinners for senior citizens and leading Christmas toy drives for kids who otherwise might have been forgotten.

Anderson is now retired from basketball, but recently accepted a job with the Magic in the team's community relations department. Nick recently got married and keeps very busy with three children, including a 16-year-old son, Joshua, who's following nicely in the family business of basketball.



Tony Farmer

Biographical Information

Tony Farmer played in the NBA and Europe for a total of 17 seasons. He played in the NBA for the Los Angeles Lakers, Miami Heat, Charlotte Hornets and Golden State Warriors. He also played in France, Italy, Greece, Spain, Russia, and Puerto Rico. He turned pro after his junior season at the University of Nebraska where he helped lead them to a school record 26 wins as well as an NCAA berth.

Tony officially retired from the professional level in 2009. He is still active today playing 4 days a week and working out 6 days a week to stay in top physical shape as well as being in the basketball scene. He currently plays in the Drew League which is the best Pro-Am league in the world with current NBA players. He also plays in the ABA for the Los Angeles Slam. At 44 years of age basketball is still in his blood. The rapper "The Game" is one of his teammates on the LA Slam.

Tony has always had a passion for fashion. Being 6'10 he has always found it difficult to find clothes to fit his frame without having to make adjustments. He began to research clothing brands and discovered there were few choices for the tall man and woman. Since was not happy with his discovery he decided to launch Mark Clothing Co.



Mark Clothing Co is a lifestyle clothing brand for the tall, fit man and woman. It is designed for men that are 6'3 and taller as well as a woman who is 5'9 and taller. Mark75 represents the men's line because 75 inches is equivalent to 6'3. Mark69 represents 69 inches because it is equivalent to 5'9. The slogan for men is "Cut Above The Rest" and for women it is "Where Height Meets Sexy". The goal for Mark Clothing is to have a global presence and be affordable for everyone whether it is a single mom or a celebrity.

Tony has two children from a previous marriage. TaSia, his daughter is 13 years of age and Londyn his son will be 14 in October. He currently resides in Los Angeles, California where he also devotes time to mentoring young athletes and training them as well.



Marcus Liberty

Biographical Information

PROFESSIONAL EXPERIENCE

OUT-OF-DOOR ACADEMY 2013-Present

Lakewood Ranch, FL

Head Boys Varsity Basketball Coach: Responsible for developing and maintaining an efficient and competitive basketball team.

- Perform preseason and postseason activities.
- Organize and conduct summer basketball program.
- Train and evaluates assistant coaches and players.
- Acts as a liaison to staff, administration, general public and local news media.
- Conducts and analyzes scouting reports and film sessions.

LIBERTY EDGE BASKETBALL 2013-Present

Sarasota, FL

Co-Founder:

- Provide mentoring, speaking, basketball programs and private instruction nationally to youth.

NIKE ELITE 100 2011

St Louis, MO

Coach:

- Developed top 100 sophomores athletically and mentally.

FREEDOM SPORTS 2010-2012

Chicago, IL

Co-Founder:

Provide basketball programs for Chicago area youth, including basketball camps, teams, and private instruction. Work with the Salvation Army to provide athletic outreach programs to the less fortunate children of Chicago.

- Trained athletic skills and mentor youth and adults in need of a positive role model for support and guidance.
- Motivational speaking engagements for organizations, churches and schools.

WESTSIDE TENNIS & FITNESS 2008-2009

Houston, TX

Director of Sports: Responsible for youth and adult program development.

- Marketed club activities to members.
- Member recruitment and client service.



McCLAREN SPORTS 2007-2010

Houston, TX

Player Development:

- NBA requirement consultation and recruitment.

PORTSMOUTH INVITATIONAL 2007 Assistant Basketball

Portsmouth, VA

Coach:

- Trained and mentored NBA prospects.

LIBERTY SPORTS ACADEMY 2003-2007

Chicago, IL

Founder:

Provide basketball camps for Chicago youth.

- Manage coaches to ensure consistent business practices were being maintained across the organization.
- Secure locations, market camps, organize events.
- Build and maintain relationship with partnering organizations.

CHEYENNE HIGH SCHOOL 2002-2003

Las Vegas, NV

Assistant Coach:

- Worked with team to improve basketball technique, speed, strength, and agility.

CHICAGO BULLS/WHITE SOX ACADEMY 2003-2004

Chicago, IL

Instructor:

- Provide one-on-one basketball training, focusing on ball handling, footwork, rebounding, dribbling, and shooting techniques.

SOUTH DAKOTA GOLD, IBA 2001-2002

Mitchell, SD

Head Coach:

- Scouting
- Basketball drills, game analysis and coordination of offensive and defensive sets.

PLAYER EXPERIENCE

Intl. Basketball League 2000-2001

Federal Intl. Basketball Association 1995-1999

Continental Basketball Association 1996-1997

National Basketball Association 1990-1994

- Drafted by Denver Nuggets, 2nd round.



EDUCATION

Attended the University of Illinois 1987-1990

HONORS & ACHIEVEMENTS

Sports Illustrated: *Where Are They Now?*2004

Played instrumental role for University of Illinois', *Flying Illini* team during the NCAA Tournament Final Four; Named Big Ten Second Team1989

Member of NCAA Big 10 All-Freshman Team, University of Illinois 1988

Rated #1 Basketball Player in the Nation 1987

Player of the Year, USA Today 1987

McDonald All-American Team 1987

Parade Magazine All-American 1987

Sports Illustrated: Top Senior Basketball Player 1987

Ranked #1 High School Basketball Player by both Sports Illustrated and USA Today.....1987

Led Martin Luther King High School Class AA State Basketball Title.....1986