



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

FOR IMMEDIATE RELEASE

**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 (CSL<sup>2</sup> 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](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.

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