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FOR IMMEDIATE RELEASE

**BCI ANNOUNCES PRO BASKETBALL PLAYERS APPEARING ON THE 1st BCI COURTSIDE LIVE
EVENT FOR THE 2020 SEASON - REAL TIME, INTERACTIVE, AND ONLINE**

Tuesday, October 20, via BlueJeans OnSocial and Facebook Live

IOWA CITY, IOWA, October 15, 2020 – During the 20-21 basketball season, Basketball Club International will host 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 seasons of BCI Courtside Live.

The next BCI Courtside Live (CSL) is scheduled for Tuesday, October 20, from 9 pm – 10 pm ET.

BCI Courtside Live is hosted by BCI on BlueJeans OnSocial and broadcast through Facebook Live. The archived events are available for viewing. **The upcoming event will feature pro players – Michael Porter Jr. (Denver Nuggets) and Coach Lorenzo Romar (Pepperdine University, five year NBA career) with Clark Kellogg as moderator.** Bios for these men, as well as for those featured in last seasons shows 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 great seasons over the past several years. 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](https://twitter.com/bciedge) or www.facebook.com/bciedge



BCI Courtside Live Media Information

Location:

BCI Courtside Live will be hosted online by BCI. A link to the event is shared at 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. 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