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FOR IMMEDIATE RELEASE

**BCI ANNOUNCES PRO BASKETBALL PLAYERS APPEARING ON THE 3rd BCI COURTSIDE LIVE (CSL² 3)
TUESDAY, MARCH, 31 ON SPREecast – REAL TIME, INTERACTIVE, AND ONLINE**

IOWA CITY, IOWA, March 25, 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 8,000 viewers tuned in to previous BCI Courtside Live events, and the audience is growing.

The next BCI Courtside Live (CSL² 3) is scheduled for Tuesday, March 31, 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 player –Justin Dentmon, NBA Legend Lawrence Funderburke and Coach Matt Lottich – Valparaiso University, 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:

March 31, 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



March 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!



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.



Justin Dentmon

Biographical Information

Justin Lorenzo Dentmon (born September 5, 1985) is an American professional basketball player who currently plays for the Texas Legends of the NBA Development League.

During the 2011–12 season, he played brief stints with both the San Antonio Spurs and the Toronto Raptors of the National Basketball Association.

On April 21, 2012, Dentmon was named the NBA D-League's Most Valuable Player for the 2011–12 season. Dentmon started in all 40 regular season games he played for the Austin Toros, averaging 22.8 points, 5.5 assists, 3.7 rebounds, 1.6 steals and 37.2 minutes. Also named a 2012 NBA D-League All-Star, Dentmon ranked fourth in the League in scoring, finishing with double-digit points in 39 games. He led the Toros in scoring in 24 games and was the assist leader 26 times.

In April 2012, Dentmon signed with the Italian team Olimpia Milano.

On November 1, 2012, Dentmon re-signed with the Austin Toros. On January 22, 2013, he was traded to the Texas Legends.



On February 14, 2013, Dentmon was named to the Prospects All-Star roster for the 2013 NBA D-League All-Star Game as a replacement for Cory Joseph.

On March 25, 2013, Dentmon signed a 10-day contract with the Dallas Mavericks. He played two games for the Mavs before being released on April 3. He returned to the Legends following his NBA stint. Afterward, he joined the Capitanes de Arecibo of Puerto Rico.

On August 30, 2013, he signed a one-year deal with Žalgiris Kaunas. He was named Euroleague MVP of the Week during fifth week after scoring 24 points (2/4 two-pointers, 6/6 three-pointers), dishing out 9 assists, rebounding 2 rebounds and making 2 steals.

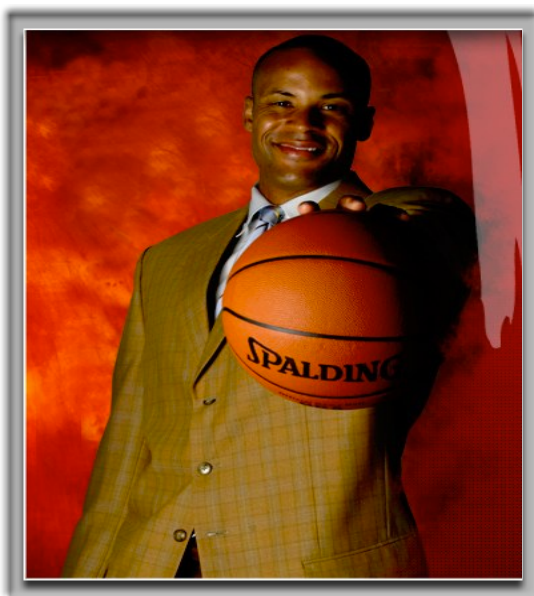
On February 15, 2014, Justin Dentmon earned bwin MVP honors for the week after leading Zalgiris Kaunas to its first Top 16 victory over Partizan NIS Belgrade on February 13. Dentmon turned in one of the best games of his fantastic debut Turkish Airlines Euroleague campaign with a performance index rating of 33 to lead all players in Top 16 Round 6. Dentmon produced 23 points on 2-for-2 two-point and 5-of-10 three-point shooting plus 5 rebounds, 6 assists, 1 steal, 1 block and 8 fouls drawn.

On April 12, Justin Dentmon led his team to a sweet 87-80 victory over Real Madrid in the Lithuanian champs' final Euroleague game of the season. Dentmon peppered the nets for 36 points on 7-of-11 three-point shooting en route to a performance index rating of 40, which led all players in Top 16 Round 14 and made him the bwin MVP for the third time this season. During the game, Dentmon set the competition record for most three-pointers in a season with 74. He also set a new team mark for points in a game. His all-around performance also included 4-of-5 two-point shooting, 7 free throws made without a miss, 5 rebounds, 3 assists and 2 steals.

On July 28, 2014, he signed with the Qingdao DoubleStar of China. On March 10, 2015, he was reacquired by the Texas Legends. On his debut, he scored 20 points (4-7 beyond the arc) and gave 8 assists in 38 minutes of play. The Legends lost to the Delaware 87ers 122-119.

ABOUT LAWRENCE & LFYO

Biography and Background Information



Lawrence grew up in extreme poverty. He was born and reared in the Sullivant Gardens Housing projects in Columbus, Ohio, on welfare in a single-parent home. Abandoned by his father at an early age, Lawrence gravitated to academics, sports, and entrepreneurship to keep his mind away from the "streets."

A three-time All Big Ten performer, dean's list student, and magna cum laude graduate in Business Finance at The Ohio State University, Lawrence was selected by the Sacramento Kings in the second round of the 1994 NBA draft. He played professional basketball for eleven years from 1994–2005, with eight in the NBA and three overseas.

In 2007 Lawrence completed his Master's in Business Administration (3.75 GPA) from the University of Phoenix, as well as executive education programs in risk management of various investment alternatives at Stanford and Columbia, respectively. He successfully completed the educational requirements for The Accelerated Certified Financial Planner Program at The Ohio State University in 2008, passed the grueling Certified Financial Planner (CFP) exam in March of 2009, and received authorization to use the CFP marks in June of 2010.

While completing the CFP process, Lawrence worked as a financial planner for John Sestina and Company in Columbus, Ohio, a fee-only financial planning firm. He started his own financial planning firm, Funderburke Financials, in July of 2010 to work with low-to moderate-income individuals and families (www.FunderburkeFinancials.com). Mr. Sestina personally served as an invaluable mentor (and still to this day) to Lawrence's efforts in financial planning.

As Founder and Executive Director of the Lawrence Funderburke Youth Organization (LFYO), Lawrence oversees operations that assist at-risk youth through financial planning and economic empowerment, career role models, and educational field trips (www.LFYO.org). On behalf of LFYO, he received the first-ever NBA's Hometown Hero of the Month Award and the National Silver Medallion Award by the Boys and Girls Clubs of America for his outstanding service and devotion to inner-city youth.

Lawrence is a living testament that faith, perseverance, and vision work regardless of one's life experiences. Young people from similar backgrounds can relate to Lawrence's story while being attracted to his celebrity status as a former NBA player. A deeply religious and family man, he has used his resources and expertise in financial planning and personal development to empower disadvantaged young people to fulfill their vast potential in every area of life. Lawrence has authored two books, *Hook Me Up, Playa!* and *The Triangle Formula of Success*. He and his wife Monya have two children, Lawrence Elijah and Nyah.

Lawrence Funderburke Youth Organization (LFYO)
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Matt Lottich

Biographical Information

Coaching Career:

Valparaiso University (2013-2015) – Assistant Coach

- **Guard Development**
- **Recruiting Coordinator**

Playing Career:

Japan, BJ League (2005-2008, 2009-2013)

- **Oita Heat Devils (2009-2012)**
- **Osaka Evessa (2005-2008)**



Germany, Bundesliga (2008-2009)

- Dusseldorf Giants (2008-2009)

New Zealand, NBL (2004-2005)

- Harbor Heat (2004-2005)

BCI Edge (2004-2005)

Stanford University (2000-2004)

EDUCATION

Stanford University (2000-2004)

Bachelor of Arts: Science, Technology and Society

Thematic Concentration: Management Science and Engineering

ATHLETIC ACHIEVEMENTS

- 2005, 2006, 2007, 2011 BJ League All-Star
- 2005, 2006, 2007 BJ League Champions
- 2004 NABC All-Star (Top 15 College Basketball Seniors)
- 2004 Wooden Award Mid-Season Finalist (Top 20 College Basketball Players)
- Pac-10 Champions (2001, 2004)
- Pac-10 All Conference (2004)
- Stanford University Team Basketball Captain 2003-04
- 2000 Chicago Tribune Athlete of the Year
- Student Sports National HS Athlete of the Year (Football, Basketball, Baseball)