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**BCI ANNOUNCES PRO BASKETBALL PLAYERS APPEARING ON BCI COURTSIDE LIVE
TUESDAY, FEBRUARY 11, via Spreecast –REAL TIME, INTERACTIVE, AND ONLINE**

IOWA CITY, IOWA, February 3, 2014 – Four times per year, Basketball Club International hosts a real-time, interactive, public event which connects professional basketball players to kids and fans around the world.

BCI Courtside Live premiered online on September 24, 2013. Its first event attracted more than 1,000 viewers.

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 – Derek Anderson, Kelenna Azubuike and Kelly McCarty, with Clark Kellogg as moderator. Bios for these men, as well as those who were featured in the premiere event - Maurice Evans, Anthony Tolliver, and Mike Wilks are available at bciedge.org/courtsidelive.

Real-time BCI Courtside Live conversations feature audience questions and player responses. The general theme of the chat includes practical and spiritual aspects of life in the pros. Kathy Scheuerman, co-founder and President of BCI, says, “BCI Courtside Live chats allow players to ‘get real’ with fans and kids, being vulnerable and sharing their values and experiences. Connecting online adds a whole new level of exposure and opportunity for players. And the fans are loving it.”

After the event, the mother of one young athlete in chat said, “After the event, I asked my son what he had learned. He responded, ‘I learned that even if people tell you that you can't do something, because you're too small or something, you just need to keep working and practicing to accomplish your goals.’” This mother told Kathy that while her son hears that advice at home all the time, he really *heard* it when it came from an NBA player.

Brad Jefferies, a Senior VP at IMA Colorado and a member of BCI's Advisory Council, said, “Wow, what a special thing to hear these players' journeys of faith... Whether we are athletes or businessmen, these were principles and experiences we can take with us to help make a difference. I appreciate the huge potential here: for BCI Courtside Live to continue connecting more players with more fans in real time. This is a simply incredible opportunity to influence.”

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

This BCI Courtside Live Event is sponsored by Defining Sports – A Full Service Sports Marketing Agency