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**BCI ANNOUNCES PRO BASKETBALL PLAYERS APPEARING ON THE 4<sup>th</sup> BCI  
COURTSIDE LIVE (CSL4)  
Monday, June 2, via Spreecast –REAL TIME, INTERACTIVE, AND ONLINE**

IOWA CITY, IOWA, May 27, 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. More than 3,000 viewers tuned in the first two BCI Courtside Live events, and the audience is growing.

**The next BCI Courtside Live (CSL4) is scheduled for Monday, June 2, 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 – Ryan Hoover, Fred Jones and Jelani Gardner with Peter Young as moderator.** Bios for these men, as well as for those featured in previous events (Derek Anderson, Kelenna Azubuike, Dan Dickau, Maurice Evans, 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.

*Fan favorite* quotes from the CSL2 event on February 3 include:

- “95% of the world is built up of people other than celebrities and athletes. Those are the people I need to focus on.” – Derek Anderson
- “I tell kids: anything you want to do in life, you put God first and you can do it.” – Kelenna Azubuike
- “I knew if I took care of God’s business, then he would handle mine.” – Kelly McCarty
- “If you have a positive outlook on life, you don’t hear the negative. All you hear is the good.” – Derek Anderson
- “Praying for your teammates is underrated.” – Kelenna Azubuike
- “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 or [www.facebook.com/bciedge](http://www.facebook.com/bciedge)



## **BCI Courtside Live Media Information**

### **Event Date:**

June 2, 2014 at 9:00 p.m. ET.

### **Location:**

BCI Courtside Live will be hosted by BCI at [www.spreakast.com](http://www.spreakast.com). A link to the event is shared at [www.bciedge.org/courtsidelive](http://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](http://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 June 2, please send your request to Kit Balasopoulov ([kit@ballascreative.com](mailto: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



May, 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!



## **Jelani Gardner**

### **Biographical Information**

Jelani Gardner is the principal of JAG Basketball, with over 30 years of basketball experience. Gardner was one of USA Today's top 5 players in the United States coming out of St. John Bosco High School in 1994. That same year he led Bosco to their first CIF Southern Section Championship, with a victory over the tough Compton Dominguez team. He was named California "Player of the Year," joining past award recipients Jason Kidd and Paul Pierce. That same year, he was also named a McDonald's All-American and was ranked the number one high school point guard in the country, competing against and ranked with Chauncey Billups, Allen Iverson, and Kobe Bryant.



After a stellar college freshman year at UC Berkeley, Gardner was named Pac 10 freshman of the year, averaging 13.7 points and 6.7 assists per game. Then, a routine physical found protein in his urine, a sign of kidney failure. Gardner and his family were informed that he would need a transplant immediately. This news was overwhelming for the 19 year old; unaware that this was essentially the end of his lifelong dream of playing in the NBA. He quickly made the decision to transfer to Pepperdine University to be closer to home and The UCLA Medical Center. Gardner continued to play his last two years of college at Pepperdine with failing kidneys.

Despite his medical problems, the years at Pepperdine went well for Gardner. He played for highly respected college coaches Lorenzo Romar (University of Washington), Randy Bennett (St. Mary's College) and Kenny Ammon (Concordia University). The Waves battled conference powerhouse Gonzaga for the WCC title in two consecutive years, finishing second in both, 1998 and 1999.

During the 1999 NBA Draft, many insiders felt Gardner had the talent to be an NBA all-star. The fact that he was a 6'6" point guard, with exceptional court vision and shooting ability, intrigued NBA personnel. Gardner's kidney problems were still relatively unknown. He was sick internally, but outwardly appeared to be an elite NBA prospect. Gardner met with many NBA teams, including the Indiana Pacers, the Los Angeles Lakers, the Chicago Bulls, and others. At the end of the draft camp, however, Gardner could not pass the physical. No one from the camp could believe it. Though seemingly facing the end of his NBA dreams, he began a worldwide education that would prove invaluable.

Gardner played the next 12 years professionally throughout the world. He played in Israel, Germany, Australia, Russia, France, Slovenia, Venezuela and the Dominican Republic. It was during this period in 2002, that his kidney function reached a critical stage. Encouraged by his mother to follow up with doctors, Gardner was immediately put on dialysis. His mother, at 53 years of age, by the grace of God, tested positive as a match to Gardner. The transplant surgery took place on March 31st, 2002. A new lease on life was given to Gardner; but he was still facing yet another string of challenges, after a month spent recovering, he began his comeback to professional basketball.

Now able to pass the physical, the NBA was again an option. Gardner was invited to play in the summer league with the Indiana Pacers. However at 26 years of age, and 3 months removed from an organ transplant, Gardner began to realize that his body hadn't yet fully recovered. Soon after, Gardner got his first offer post-surgery to play basketball in France.

Because of the professional basketball community's fear of a player post-organ transplant, Gardner was only offered a one-month contract. With his career in question, Gardner put complete trust in God. After two average games, Gardner scored an amazing 29 points, 9 rebounds, and 7 steals. This performance earned him the contract extension he needed to finish the season. The following season Gardner led the French Eagles in scoring at 23.7 points per game. He also added 5 rebounds and 5 assists per game. Bringing awareness to other clubs in Europe and the NBA that Gardner had returned to his previous level. This led to an amazing 10-year stretch that took him all over the world. The education was priceless, not just in basketball terms but in the currency of life.



JAG Basketball is about youth using basketball as a tool to help them develop into individuals of character. Often in the game of basketball it comes to the point where the individual has to show the mental fortitude to accomplish the goal at hand. Whether that be to make three shots in a row, or run a line drill in a certain time, or complete a dribble move ten times without losing the ball. This is where the player needs an extra push, or the proper instruction to push through the fatigue and get the job done. What good is practice if you're practicing twenty percent intensity and performing the action the wrong way? The key is to maximize every rep, and train at a maximized intensity level. A player who does this, learns the proper fundamentals. He plays with total freedom, because the skills and confidence are there from the diligent work put forth. Jelani Gardner knows from his own experience and from the thousands of hours of work he put forth. Basketball is a truth teller—you only get out of the game what you put into the game. With that said, let's get to work. JAG Basketball, Hard work and Dedication!



## **Ryan Hoover**

### **Biographical Information**

Ryan grew up a coach's son in northern Illinois. After being named Gatorade Player of the Year in Illinois in 1992, he went on to play four years at the University Of Notre Dame. His professional career includes five seasons in the USA, between the IBA, USBL, CBA, ABA, and three different tours with Athletes in Action. From there he went on to play professionally in Venezuela, and has spent the past 13 years in Italy.

His faith in Jesus Christ, and a strong drive to excel have carried him throughout his career. His passions include spending quality time with family, building God's Kingdom, and competing in various sports. He currently resides in Lenexa, Kansas with his wife and 2 daughters.



1992 Illinois Gatorade Player of the Year - Rockton Hononegah HS

1992-96 University of Notre Dame - South Bend, IN

1996-97 Minot, ND

1997-98 Fargo, ND

1997-2000 USBL-Sarasota, FL, Hong Kong, China

1998-00 Rockford, IL

1997 & 2000 Athletes in Action Exhibition Team

2000 Assistant Coach Valparaiso University

2000-01 Indianapolis, IN

2001 Guanare, Venezuela

2001-02 Cantu, IT

2002-03 Teramo, IT

2003-04 Montecatini, IT

2004-05 Capo d' Orlando, IT

2005 Global Hoops Summit, BCI Edge, Las Vegas, NV

2005 Nancy, FR

2005-06 Pavia, IT

2006-08 Jesi, IT

2008-10 Teramo, IT

2010 Pesaro, IT

2010-11 Ferrara, IT

2011-14 Jesi, IT



### **Fred Jones**

#### Biographical Information

As a former professional basketball player and all-star athlete turned businessman Fred Jones sees every challenge and new endeavor as a chance to compete and succeed...with the mindset of winning. It is that drive and determination that helped Fred find success as a collegiate athlete at the University of Oregon, leading the Ducks to the Elite Eight his senior year; and in the NBA as a professional shooting guard for the Indiana Pacers, New York Knicks and Los Angeles Clippers to name a few.

However, it is Fred's latest enterprise off the court that may prove one of his greatest achievements. After thinking long and hard of, "What lies next for Fred Jones?" he quickly realized the answer was something that had continually been in the back of his mind. The life of a professional athlete at any level involves constant transition and adaptation. Thus, the next phase in the evolution and growth of current and former players was undeniably foremost in the mind of Fred Jones when he created Player Population.com.

Player Population.com is a one of a kind social networking experience and resource that professional players, both current and retired, can access to manage the transition from competing in the arena to the real world. The online elements offered specifically for players by players help make the transition in a player's career even easier, more productive, gratifying and financially rewarding. Player Population.com is a place where members can come together to seek and receive good advice, information and counsel. The goal of which is supporting and empowering professional basketball players, their personal brands and interests.



By helping members to get where they want to be in life, Fred and his team have built a network across multiple channels, connecting those that are ready to take the next step. Words like; enthusiasm, drive and insight are just tip of the iceberg when describing Fred and the passion he or emanates. It is sometimes rare to find someone that is willing to share so much after having enjoyed much success. But that is why Fred has and continues to triumph with each and every endeavor.

Through Player Population.com Fred is helping to prepare players... for even greater success.

*"I see a very bright future. My business interests have gone well and I am pleased with the development of Player Population.com. It has been inspiring. It's going to help its members tremendously in the future!"*

*~Fred Jones, Founder & CEO*



**Peter Young**

#### Biographical Information

Professionalism and versatility, the two hallmarks of Peter Young's broadcasting career, have been honed over the past 17 years working for 9 different networks covering well over 20 different sports.

Peter has covered college basketball for the Mountain West Network and college football for CBS Sports Network, ESPN 3, and Lyon Productions in MT.

Previously Peter worked at the Outdoor Life Network/Versus as a play by play analyst, host and reporter covering events like the U.S. Olympic Trials, the Giro d'Italia, and the Calgary Stampede. He has freelanced CBS, TNN, FOX NW, CSTV, A&E and the Outdoor Channel. Peter started his career at the ABC affiliate in Pocatello, ID.

Peter spent one year coaching basketball at the University of Colorado under Joe Harrington. He played basketball for John Kuester and Mike Jarvis at the George Washington University in Washington, D.C. and was Tri-Captain of the 1991 team that went to the NIT.