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**BCI ANNOUNCES PRO BASKETBALL PLAYERS APPEARING ON THE 1st BCI COURTSIDE LIVE
EVENT FOR THE 2018 SEASON - REAL TIME, INTERACTIVE, AND ONLINE**

IOWA CITY, IOWA, October 3, 2017 – 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 past seasons of BCI Courtside Live.

The next BCI Courtside Live (CSL⁵ 1) is scheduled for Tuesday, October 10, from 9 pm – 10 pm ET.

BCI Courtside Live is hosted by BCI on Facebook Live via BlueJeans OnSocial, connecting people through conversation. Archived events are available for viewing. **The upcoming event will feature three pro players – David Booth, Tyrone Ellis Jr. and Marvin Singleton, with Adrian Branch as moderator.** Bios for these men, as well as those featured in the past seasons 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.

As a part of each CSL event, we provide an opportunity for a young athlete to appear on camera with the players and ask several questions. During our last event, Davonte Foster, a high school athlete appeared on FB Live to ask three questions of the players. Following is an excerpt from his question/answer with player Lanny Smith:

"I saw online that you had three surgeries on your knee while you were playing. I have a friend who is a top high school basketball player. Everyone loved him. He just tore his meniscus, now everyone is giving up on him. He has gone through a period of depression. What would you tell him?

Lanny's response:

"This period will be rough for him. It's hard to speak to the future. But, this period will cleanse him of people that may not need to be in his life. I went through the same thing when I had the surgeries. It was just me, my mom and God...he should try to find his identity in something other than his sport...one day that court will be taken away, whether it is premature because of injury, or age. That day will come when the court isn't there. The question then is, 'without that court, who are you?'"

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

Basketball Club International | 2524 Cascade Lane | Iowa City | IA 52246 | 319.499.1006 | www.bciedge.org



BCI Courtside Live Media Information

Event Dates:

October 10, 2017; February 13, 2018; March 27, 2018; Early June TBD

Event Time:

9:00 – 10:00 pm ET

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



October 3, 2017

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: You've had fundraisers 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!



Adrian Branch

Biographical Information

Adrian Branch joined ESPN in 2007 as a college basketball analyst. He is a former guard/forward and second-round draft pick of the Chicago Bulls after a successful collegiate career at the University of Maryland.

During his four seasons in the NBA, Branch played for the Los Angeles Lakers, with whom he won the 1987 NBA championship, as well as the New Jersey Nets, the Portland Trail Blazers and the Minnesota Timberwolves.

After his NBA career, Branch spent time playing in Europe for teams in Australia, Spain, France, Israel and Turkey. He has since devoted much of his time to speaking with students, youth groups and collegiate and professional sports teams. He has been considered one of the top 10 most requested speakers for school assemblies and youth organizations.

In 2004, the Charlotte Bobcats named him television color analyst for the team's 60 games on Carolinas Sports Entertainment Television. Before that, he was a studio analyst and college basketball analyst for Comcast Sportsnet in his hometown of Washington, D.C. He also appeared on *Wizards Post Game Live* as a commentator for the Washington Wizards.

Branch, named an ACC Legend in 2004, attended Maryland and was the third all-time leading scorer during his time there, which included a run to the ACC championship in 1984. He averaged 16.4 points and 74.8 percent on free throws through four seasons with the Terps. In his senior season of 1984-85, he had career highs of 671 points 45 steals in 37 games. He also was a two-time All-America honorable mention and led the Terps to the Sweet 16 in 1984 and 1985.

Branch played high school basketball at of DeMatha High School the same time as Michael Jordan, and the two played together in the McDonald's All-American game, for which Branch received the MVP award.



David Booth

Biographical Information

David Booth – Director of Player Personnel, New Orleans Pelicans

David Booth begins his eighth season with the New Orleans Pelicans, his fifth as director of player personnel after serving as director of scouting in 2012-13 and regional scout from 2010-12.

Booth came to New Orleans from his alma mater, DePaul University, where he served as an assistant coach during the 2009-10 season. He received his first NBA experience as a regional scout with the Memphis Grizzlies from 2005-09 after a one-year stint as an assistant coach at Illinois Central Community College.

Prior to playing 13 years of professional basketball, Booth was a four-year letterman at DePaul from 1988-92, where he ranks among the program's top 10 in scoring, field goals, steals, free throws and blocked shots. He ranks second in school history with 1,933 career points and third all-time with 713 career field goals. Booth received a degree in communications from DePaul University in 1992. He and his wife, Melissa, have three children, Mariah, 26, Sydney, 22, and Brandon, 18.



Marvin Singleton Jr.

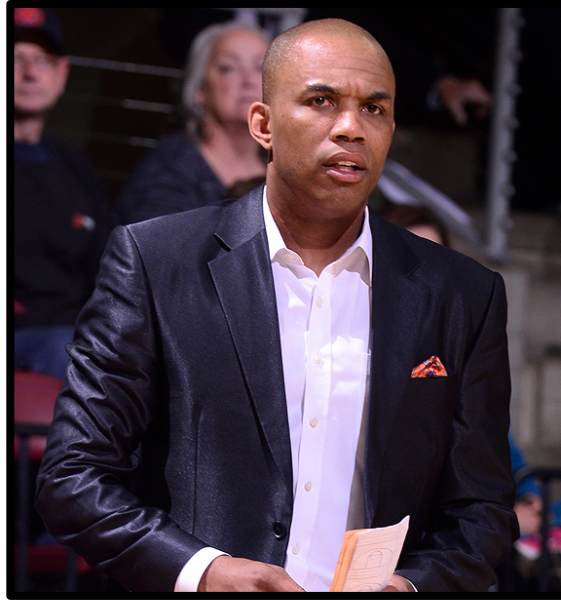
Biographical Information

Marvin Singleton Jr is a native of Minneapolis, Minnesota where he was raised in the Pentecostal Church of God in Christ. His mindset is "everyday there's a challenge and you can't do everything alone, but with GOD anything is possible so why not push others along and you all push on this journey called life together".

Marvin attended Hopkins High School where he won 3 consecutive state championships. He would go on to complete a Marketing degree with an emphasis in Advertising and Digital Media at the University of Northern Iowa in Cedar Falls, IA where he has unforgettable memories of winning the Missouri Valley Conference championship, being ranked in the top 10, longest winning streak in school history. He remained involved in bettering the community, check out his blog below.

<http://marvinsingleton.blogspot.com/>

Following graduation Marvin began his professional basketball career on a tour in China and then returned to Cedar Falls to win a championship with the Cedar Valley Courtkings of the MBL (Midwest Basketball League) in their inaugural season. Most recently he played in the NBLC (National Basketball League of Canada) for the London Lightning, having another team recording setting season and winning another championship.



Tyrone Ellis Jr.

Biographical Information

NBA G League Northern Arizona Suns head mentor Ty Ellis was named an assistant coach for the 2017 USA AmericCup Team on July 5, 2017.

“I want to thank my wife and family for their support, and everyone involved for this wonderful opportunity,” said Ellis. “I feel truly blessed and honored to be a part of USA Basketball. Since the 1992 Dream Team, it has been my lifelong dream to be a part of USA Basketball and now, that dream has come true. I’m extremely fortunate to have an opportunity to learn from Coach Van Gundy and Coach Mo. I had a chance to experience Coach Van Gundy’s coaching early in my playing career and I always admired his knowledge, honesty, and attention to detail. Now I have a chance to be his assistant coach and be a part of USA Basketball. I’m living the dream!”

Serving as an assistant coach for the 2017 USA AmeriCup Team, he helped guide the American squad to a 5-0 record and the FIBA Americas Zone championship.

Current head coach for the NBA G-League Northern Arizona Suns, Ellis led the Suns to a 22-28 record in its inaugural 2016 season. Under Ellis, two Suns players, Johnny O’Bryant and Elijah Millsap, earned GATORADE Call-Ups to the NBA last season, and both signed multiyear deals with NBA teams.

Ellis was among four D-League coaches invited to participate in the 2017 NBA Draft Combine, where he helped lead the prospects, along with NBA coaches, during scrimmages and drills.



On Oct. 30, 2015, after stints with the Tulsa 66ers (2012-13), Reno Bighorns (2013-14) and Grand Rapids Drive (2014-15), Ellis was hired by the Bakersfield Jam as an assistant coach. Just 10 months later, on July 15, 2016, Ellis was named head coach of the Northern Arizona Suns.

Playing collegiately at NAIA Southern Nazarene University, Ellis played four years for the Crimson Storm and graduated ranked fourth all-time on the school's scoring list with 1,822 points. He also listed second all-time in 3-pointers made with 248 in 129 total games.

Ellis was also a member of the Georgia national team from 2006 to 2009 and also played professional basketball for the Huntsville Flight and in Germany (Frankfurt Skyliners), Turkey (Beşiktaş Cola Turka), Italy (Basket Napoli) and Spain (Casademont Girona, Cajasol Sevilla, Asefa Estudiantes). He also had Summer League stints with the Los Angeles Lakers and the Dallas Mavericks.

Having earned a reputation as a coach for his strength in player development, Ellis joined the coaching ranks following a successful 11-year career as a player in the D-League and internationally. His final five seasons were spent playing with three different clubs from 2007-12 in Liga ACB, Spain's first-tier professional league, where he also played in his first professional season overseas in 2002-03. Ellis played one season apiece with clubs in the highest-tier leagues in Italy and Turkey from 2005-07 and played two seasons with the Frankfurt Skyliners from 2003-05, helping the team to their first title in Basketball Bundesliga, Germany's highest league.

Ellis was a player in the NBA D-League's inaugural season; he was drafted by the Huntsville Flight and averaged 5.2 points in 56 games with the team in 2001-02, the first season of the D-League and his first professional season as a player.