



CONTACT:
Kit Balasopoulov
(303)807-4561
kit@ballascreative.com

FOR IMMEDIATE RELEASE

**DATES ANNOUNCED FOR 2017-18 BCI COURTSIDE LIVE EVENTS.
REAL-TIME, INTERACTIVE CHAT WITH PRO BASKETBALL PLAYERS IN ITS SECOND SEASON.**

IOWA CITY, IOWA, September 3, 2015 – Basketball Club International has announced the 2017-18 dates for BCI Courtside Live, a series of online, real-time, interactive public events that connects professional basketball players to kids and fans around the world. Plans for the fifth season include: **October 10** (pre-season), **February 13** (pre-NBA All-Star Weekend), **March 27** (pre-NCAA Final Four Weekend), and **early June** (pre-NBA Championship Series). All BCI Courtside Live events are from 9:00 – 10:00 pm ET, on Facebook Live via BlueJeans OnSocial. Each event features three pro players and one moderator, who are announced several weeks prior.

While the topics of conversation in BCI Courtside Live vary according to questions asked by the audience and responses given by players, the general theme of the chat includes both the practical and spiritual aspects of life in the pros. There's no script, so the conversations are authentic. Players speak from the heart. A few quotable highlights from pro players last season: "Listening is a skill. Learn to listen." – Patrick Mutombo. "Your past is not your future." – Derek Anderson. Archived events and recaps may be accessed at www.bciedge.org/courtsidelive.

The BCI Courtside Live experience impacts players, adults, and kids. Many thousands have tuned in to live and archived events since the series began. Kathy Scheuerman, co-founder and President of BCI, says, "[Getting real with fans and kids] adds a whole new level of exposure and opportunity for players." Brad Jeffress, a member of BCI's President's Advisory Council, added, "Whether we are athletes or businessmen, these were principles and experiences we can take with us to help make a difference." And a mother of a young basketball fan and athlete in the audience observed, "My son hears [inspiring] advice from us all the time, [but] he really *heard* it when it came from an NBA player."

More information about BCI Courtside Live, including how to participate in or watch the premiere event on Facebook Live via BlueJeans OnSocial may be found at www.bciedge.org/courtsidelive. Sponsorship and advertising opportunities are available.

About Basketball Club International

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. More information about BCI may be found at www.bciedge.org.