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FOR IMMEDIATE RELEASE

**DATES ANNOUNCED FOR 2020-21 BCI COURTSIDE LIVE EVENTS.  
REAL-TIME, INTERACTIVE CHAT WITH PRO BASKETBALL PLAYERS IN ITS SECOND SEASON.**

IOWA CITY, IOWA, September 3, 2020 – Basketball Club International has announced 2020-21 dates for BCI Courtside Live, a series of real-time, interactive, public events that connect professional basketball players to kids and fans around the world. Plans for the current season include monthly CSL events scheduled for the third Tuesday of every month during basketball season (October – June) from 9:00 – 10:00 pm ET. All BCI Courtside Live events can be seen on Facebook Live at [www.facebook.com/BCIEDGE](http://www.facebook.com/BCIEDGE). Each event features three pro players and one moderator, who are announced on BCI’s Facebook page one week 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 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: “You will probably be the only Bible that some people get to read.” – Kelly McCarty. “Your past is not your future.” – Derek Anderson. Archived events and recaps may be accessed at [www.bciedge.org/courtsidelive](http://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, Senior VP at IMA Colorado and a member of BCI’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 may be found at [www.bciedge.org/courtsidelive](http://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](http://www.bciedge.org).



## **BCI Courtside Live Media Information**

### **Location:**

BCI Courtside Live will be hosted online by BCI. A link to the event is shared at [www.bciedge.org/courtsidelive](http://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](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), 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