



James Gordon named the BCA Images of Excellence Award Recipient at the 2004 BCA Classic

Princeton, NJ (November 10, 2004) - The Black Coaches Association (BCA) has named Coach James Gordon the 2004 recipient of the Images of Excellence Award. Coach Gordon will be recognized during the BCA Classic at the Bradley Center on November 14th. The Award will be presented at a special on-court half-time recognition ceremony during the Western Carolina vs. Marquette game of the BCA Classic. The Images of Excellence Award honors outstanding individuals for their leadership and accomplishments in the advancement of minorities in sport. "We are pleased to honor Coach Gordon for his contribution and achievements" said Floyd Keith, Executive Director of the BCA. "Mr. Gordon's contributions to the field of athletics and community embody the values of this special Award."

One of the original members of the Black Coaches Association, James Gordon was a teacher for 30 years and a head boys basketball coach for 22 seasons, including fourteen with Milwaukee Washington High School.

Coach Gordon compiled an impressive record of 284 wins and 53 losses during his tenure, winning two Wisconsin state championships. Coach Gordon retired from teaching and coaching in 2001 and resided in Milwaukee.

BCA Classic Tournament Information:

Marquette University will host the eight-team tournament on November 14th - 16th, 2004 at the Bradley Center in Milwaukee, WI. The other participating teams include Air Force, Mississippi, Penn State, Illinois State, Jacksonville State, South Carolina State and Western Carolina. The tournament will include two sessions each day with an afternoon session beginning at 12:00 noon CST followed by an evening session at 5:30 p.m. CST. A total of four games will be

played each day, two per session. Each team will play a total of three games throughout the tournament. Click [here](#) for a complete bracket.

The host Golden Eagles return to the hardwood after a 19-12 campaign and a trip to the quarterfinals of the NIT. The team was ranked in the Top 25 for much of last season. Marquette returns All-Conference USA and John Wooden Pre-Season All-America candidate Travis Diener along with veteran Steve Novak. The 2004 BCA Classic will also feature Mountain West champion and NCAA tournament participant Air Force.

The Black Coaches Association is a nonprofit organization whose primary purpose is to foster the growth and development of minorities at all levels of sport both nationally and internationally. The BCA is committed to creating a positive, enlightened environment and common ground where issues can be examined closely, debated sincerely and resolved honestly. Throughout the BCA's 15-year history, the organization has been at the forefront of the effort to enhance the employment opportunities and professional development of the minority professional.

Tickets can be purchased by calling Ticketmaster at (414) 276-4545 or by visiting www.Ticketmaster.com.

The BCA Classic is produced by The Gazelle Group. For more information please visit www.BCAClassic.com or contact Christopher Makos at 609-921-1300 or cmakos@gazellegroup.com.



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