



## Behind the BCA

Princeton, NJ (November 11, 2003) - Xavier University will host the Dell Black Coaches Association (BCA) Classic to begin the 2003-2004 men's college basketball season on November 15-17, 2003. Other participating teams include Coppin State, Mercer, Ohio, Illinois-Chicago, UC-Irvine, San Diego, and Oakland.

Proceeds from the event benefit the BCA, 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. The BCA's focus envelops the concerns of its colleagues in professional sports, the NCAA (Division I, II, and III), the NAIA (Division I and II), junior college, and high school athletics.

The Dell BCA Classic was created to raise funds and awareness for the BCA in support of its mission: 1) Address significant issues pertaining to the participation and employment of minorities in sport in general and intercollegiate athletics in particular; 2) Assist minorities aspiring to have a career in athletics through educational and professional development programming and scholarships; 3) Provide youth and diverse communities the opportunity to interact positively with the BCA as a corporate citizen and community builder through a variety of alliances.

Funds raised from this Event will support the BCA Ethnic Minority Postgraduate Scholarship for Careers in Athletics. Ten \$5,000 scholarships are awarded annually to students pursuing careers in athletics. In conjunction with its title sponsorship of the event, Dell has generously donated \$10,000 that will fund two scholarships to be awarded prior to the 2004-2005 academic year.

The BCA's Images of Excellence Award, presented by Dell, honors outstanding individuals for their leadership and accomplishments in the advancement of minorities in sport. During half-time of the Championship Game on November 17th, Dell and the BCA will recognize local high school athletic director and legendary Xavier Musketeer, Jamal Walker, for his support of the field of athletics, his concern for his community, and his commitment to the mission of the BCA. A basketball superstar at Xavier, Walker finished his career as the only player in school history to score over 1,000 points and dish out 500 assists.

His talents, however, were not limited to the basketball court as Walker shifted his focus to improving his local community after his playing days were over. As the athletic director at Cincinnati's Woodward High School, Walker is constantly confronted with the challenges of an urban school administrator, yet he overcomes these obstacles daily and teaches the children within Woodward High School's athletics programs that they can rise above the barriers placed before them. Jamal lives the mission of the BCA every day, and through his work with Cincinnati's children, he is ensuring that his success will carry on for generations. "We are honored to recognize such an extremely positive individual," said Floyd Keith, Executive Director of the BCA. "Jamal has not only achieved tremendous success on the court, but he has also implemented a strong educational focus into his work with Cincinnati's youth."

For more information on the BCA visit [www.bcasports.org](http://www.bcasports.org) or call 1-877-789-1BCA (1222).

Single game tickets to the 2003 Dell BCA Classic are available at the Cintas Center Box Office, through Ticketmaster charge-by-phone at (513) 562-4949, or online at [www.ticketmaster.com](http://www.ticketmaster.com). The Dell BCA Classic is produced by the Gazelle Group. For more information about the Dell BCA Classic, please visit [www.dellbcaclassic.com](http://www.dellbcaclassic.com) or contact Bill Dunigan at (609) 921-1300 or [wdunigan@gazellegroup.com](mailto:wdunigan@gazellegroup.com).



The Gazelle Group • 475 Wall Street, Princeton, NJ 08540 • phone (609) 921-1300 fax (609) 921-2332