



# Behind the BCA

Princeton, NJ (November 11, 2002) - Colorado State University will host the annual Dell Black Coaches Association (BCA) Invitational to start their 2002-2003 men's college basketball season on November 16, 18 & 19, 2002. Other participating teams include Cleveland State, Florida Atlantic and IPFW. 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 envelopes the concerns of its colleagues in professional sports, NCAA (Division I, II, and III), NAIA (Division I and II), junior college, and high school levels.

The Dell BCA Invitational 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 2003-2004 academic year. "The BCA has a proud history and commitment to eliminating the barriers for all students who want to participate in college athletics today and who want to pursue careers in athletics," said Thurmond Woodward, Vice President Dell Global Diversity. "This is why Dell is proud to support this event and the BCA Post Graduate Ethnic Minority Scholarship Fund."

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 final game of the tournament, Dell and the BCA will recognize a pair of local coaches who support the values of the BCA and contribute to the field of athletics and community. The recipients of this year's award are Colorado State alumnus and Denver East High School Head Basketball Coach Rudolph "Rudy" Carey and recent Colorado Sports Hall of Fame inductee Lonnie Porter, Head Coach of Regis University (Denver, CO). "We are honored to recognize two extremely positive individuals," said Floyd Keith, Executive Director of the BCA. "They have not only achieved tremendous success on the court, but have also implemented a strong educational focus into each of their respective programs."

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

Tickets are available by calling the Colorado State box office (970) 491-RAMS (7267) or online at [www.csurams.com](http://www.csurams.com). The Dell BCA Invitational is produced by the Gazelle Group. For more information about the Dell BCA Invitational, please visit [www.dellbcainvitational.com](http://www.dellbcainvitational.com) or contact Phil Wendler at (609) 921-1300 or [pwendler@gazellegroup.com](mailto:pwendler@gazellegroup.com)

