



BILLIARD CONGRESS  
OF AMERICA

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## **FOR IMMEDIATE RELEASE**

### **BCA to Provide Support for Pool Events During 2008 NBA All-Star Weekend**

Broomfield, Colo. – February 12, 2008 – The Billiard Congress of America (BCA) today announced its active involvement with two pool-related events scheduled to take place during the upcoming NBA All-Star Weekend, February 14-17, 2008, in New Orleans: the [Boost Mobile Zo and Magic's 8-Ball Challenge Celebrity Pool Tournament](#); and the [Shaquille O'Neal and Reggie Bush "Welcome to New Orleans" Big Easy Billiards Bash and After Party](#).

The Boost Mobile Zo and Magic's 8-Ball Challenge Celebrity Pool Tournament will take place on Thursday, February 14, at the Sugar Mill in New Orleans. "Zo and Magic's 8-Ball Challenge Celebrity Pool Tournament draws the biggest celebrities and elite athletes coming into town for All-Star activities," said Event Coordinator Erica Stanley. "The 8-Ball Challenge was one of the most talked about events at the 2006 and 2007 All-Star Weekends in Houston and Las Vegas, and is only going to get bigger and better in New Orleans."

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All proceeds from the event will benefit Alonzo Mourning Charities and the Magic Johnson Foundation. ESPN, BET and the OXYGEN Channel are expected to heavily promote the event. This year's tournament will feature NBA greats Alonzo Mourning and Magic Johnson with host Chris "Ludacris" Bridges and confirmed celebrities including: Reggie Bush; Dwayne Wade; Baron Davis; Gabrielle Union; Carmelo Anthony; Jeanette Lee; and many more.

The BCA, in cooperation with [Diamond](#), [Iwan Simonis Cloth](#), the [BCA Pool Leagues](#) and the [American Poolplayers Association](#), will be providing the tables, cloth and professional referees for the tournament. The BCA will also be promoting the launch of its new consumer Web site, [GenerationPool.com](#). Last year's tournament captured over 781,500,000 total media impressions via television, print and online outlets. This year, the 8-Ball Challenge will be featured on BET, Extra, Access Hollywood and E! Entertainment Television. BET will be airing the 8-Ball Challenge on Saturday, February 16, at 5:00 p.m. EST.

The Shaquille O'Neal and Reggie Bush "Welcome to New Orleans" Big Easy Billiards Bash will take place on Friday, February 15, at the Hilton New Orleans Riverside and will feature a two-on-two pool tournament in which two celebrities will take on corporate teams. Proceeds from the event will benefit the 619 Fund, which will grant funds to various causes in New Orleans, including A Child's Wish, the Father T Foundation and Habitat for Humanity. As with the 8-Ball Challenge tournament, the BCA will be promoting its new consumer Web site, [GenerationPool.com](#), at the Big Easy Billiards Bash.

"The BCA's involvement with these unique, high-visibility pool events is an excellent opportunity to promote the game," says Ivan Lee, BCA president. "Additionally, [GenerationPool.com](#) will be prominently featured as a sponsor in event programs and on multi-media displays. This exposure is invaluable as we work to not only make [GenerationPool.com](#) a household name, but also further promote the sport."

**About Billiard Congress of America**

Founded in 1948, the Billiard Congress of America is a non-profit trade organization dedicated to growing a united, prosperous and highly regarded billiard industry through BCA leadership. The BCA seeks to enhance the success of its members and promote the game of billiards through educational, marketing and promotional efforts, annual industry trade shows, tournaments and other programs designed to encourage billiards as a lifestyle and make pool everybody's game. For more information, visit [www.bca-pool.com](http://www.bca-pool.com) or call 866.852.0999.

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