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**CONTACT:** Steve Moss-Kelly, Owner (602) 576-2851

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### **MINOR LEAGUE PRO HOOPS COMES TO PHOENIX**

**Phoenix, AZ**—The International Basketball League is excited to announce that a team from Phoenix will join the league for the 2007 season. The team will be owned by Phoenix native Steve Moss-Kelly, an alumnus of Brophy College Prep and Bowie State University. The team will be called the Phoenix Flame, and have a red, white and black color scheme. The Fire will play their home games at the North Phoenix Baptist Church (5757 North Central Avenue).

A news conference has been scheduled to introduce ownership and the team brand to the community. The IBL and the Phoenix Flame would like to welcome the media and any interested party to the event. IBL Deputy Commissioner Tony Alvarez will attend the conference.

**News Conference:** Wednesday, June 28, 3pm  
South Mountain YMCA  
222 East Olympic Drive, Phoenix

#### **About the Owner:**

Steve Moss-Kelly is a veteran of many professional basketball leagues, both domestic and overseas. Moss-Kelly was the 18<sup>th</sup> selection in the 2003 CBA draft, and has played in Kosovo, Portugal, China, Germany, and Chile. Moss-Kelly has been a member of the IBL's Central Oregon Hotshots for the past two seasons. "I have played all over the world, with a lot of different teams and players," said Moss-Kelly "but the past two seasons in the IBL have been by far the best experience I have had professionally. The camaraderie between the players, and the connection with the fans is incredible."

Moss-Kelly believes the people of Phoenix will embrace the IBL for several reasons—"People in this community love up-tempo basketball, and that's what the IBL is all about," he said. "Also, the fans will really be able to connect with the players because we will feature a lot of local guys, and teams in this league really try to be accessible to the fans. We are going to give the people of Phoenix exciting basketball that's affordable and family friendly."

**About the IBL:** The IBL is currently in its second season, having expanded to 24 teams across the nation in 2006 (up from 17 in 2005). In addition to Phoenix, the IBL is adding teams in Las Vegas, St. George (Utah) and Everett (Washington) among others in 2007.

The IBL is built on the premise of offering a cost effective business model for owners, and a high-energy, exciting product for fans. The IBL has identified two major problems with minor league professional basketball, and believes it has found a solution for each.

**Problem #1—Costly Travel:** Expensive travel costs drive most minor league pro basketball teams out of business within two years. **Solution:** The IBL has created the unique ‘cluster’ scheduling method whereby teams can play opponents from all over the nation, but only have to fly one time. How cluster scheduling works: The IBL recruits teams in geographical ‘clusters’. A cluster is defined as two or more teams within driving distance. The result is an affordable schedule with an excellent variety of opponents, as teams do travel, but they travel more efficiently. Phoenix can play in Elgin Illinois, Holland Michigan, Elkhart Indiana and then Lake County Illinois all in four day, requiring only one flight. Teams in the IBL have a maximum of one flight.

**Problem #2—Slow Games:** Too much time between live plays hurts the rhythm of a game, and also gives the defense a disproportionate advantage. League Commissioner Mikal Duilio—“The IBL philosophy is that basketball should be an athletic game that ebbs and flows rather than tiptoes along in unnatural stops and starts. A basketball game loses its athleticism, flow and perspective when the game lasts more than two hours”. **Solution:** The IBL instituted two rules to increase the emphasis on athleticism and to bring/mandate flow back into the game: 1) an immediate inbounds and 2) limiting teams to just one timeout per quarter.

In 2005, IBL teams averaged 127.0 points per game in games that last only two hours. In 2006, IBL teams are averaging 126.4 points per game (games last only two hours).

**Media Note:** Additional IBL images, photos and videos are available at [www.iblhoopsonline.com](http://www.iblhoopsonline.com).