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Hello Media Outlet,

I am pleased to introduce The Basketball League (TBL) to the public. TBL is a showcase league focused around building the community and the players alike, and was founded by Evelyn Magley. Magley is the CEO and Owner of the league, making her the first African American female CEO of a professional sports league.

The Basketball League not only features elite, up-and-coming basketball talent but also prides itself on the positive influence it makes on the local communities. TBL offers athletes an opportunity to play basketball at a competitive level while also learning important life skills and giving back to their communities.

Unlike competitors, TBL doesn't bind its players to their contracts, instead the value is placed in allowing players to reach their potential in whatever capacity possible. This means giving athletes the freedom to control their own futures rather than binding them to contracts, and the ability to market themselves.

TBL has continued to grow in its reach and success since its founding in 2018. Inside this press kit you will find the following items:

- The TBL Story
- News Release
- Prior Media Coverage
- Social Media Outlets
- Brand Standards

Thank you for your consideration. TBL is a revolutionary sports league with a powerful mission and a story-worthy approach to the game of basketball. Please do not hesitate to reach out with further questions or inquiries!

Sincerely, Sheridan Powell

The TBL Story

The Basketball League is a newly emerging professional league dedicated to providing an opportunity for athletes to play the game they love at a professional level while also developing life skills and supporting their communities.

"I want to give [these athletes] the information that I wish someone would have taken the time to give my kids. This league serves to protect the athletes, first and foremost." - Evelyn Magley

The TBL Story

Through community engagement and league promotion, TBL strives to provide a platform for athletes of all ages and backgrounds to launch their professional careers.



The TBL Story



Evelyn Magley - CEO

Evelyn is the former Director of Community Engagement at the Brampton A's of the National Basketball League (NBL) of Canada. As a liaison she scaled the forward facing programming of the NBL, professional basketball teams, and nonprofit organizations within the community at [largewww.brunch.com](http://www.brunch.com)

David Magley - President

David is a retired American NBA basketball player and coach. Prior to becoming the President of the TBL he served as the commissioner of the National Basketball League of Canada (NBL). Magley is a longtime successful entrepreneur. Awards include being an Academic All-American at Kansas University, 1978 Indiana Mr. Basketball, and producing four NCAA Student-Athlete children with his wife of 35+ years Evelyn.



Feature Story

Kansas City Woman Becomes First African-American Woman to Own Professional Sports League

Evelyn Magley is a mother, grandmother, teacher and former athlete, but she now takes on a new challenge as the owner of a newly formed professional basketball league. The Basketball League (TBL) is a professional basketball league with 11 teams in the United States. "I got the name from my daughter Jennifer," said Magley. "We were brainstorming names and she suggested I keep it simple, The Basketball League was the perfect name." Evelyn enjoyed playing sports as a child, even playing pickup basketball games in her youth – when she wasn't practicing her violin. Evelyn has always held a passion for sports, but her first love was music. A University of Kansas Alumnus, Evelyn earned two degrees, A Bachelor of Music Education and a Bachelor of Music Therapy. During her time in college, she spent every summer working at the Panhandle Eastern Pipeline in the accounting department. She would type every payday check – totaling over 3,000 checks each month. "That was before there were computers, I would hand type each one, it was like I was the first human computer," said Magley. Also during her time at KU, Evelyn met her husband David Magley, 28th overall selection in the 1982 NBA draft. "His passion for the game definitely rubbed off on me," said Evelyn. Soon after, Evelyn interned at the Rainbow Mental Health Facility in Kansas City, Kansas. She worked with abused children, using music therapy as a tool to teach life skills and heal emotional and psychological wounds. Evelyn has always had a passion for working with young people. "I love helping them overcome their struggles," said Evelyn. "We have to figure out a way to help abused children come back to a world of normalcy, I hate to see anyone hurting." It wasn't until a decade and four children later that Evelyn landed in Bradenton Christian school in Florida. When she arrived, the program had a total of nine students involved in the secondary music program. 13 years later, over 90 percent of the student body was involved in the program.

Feature Story

Partnering with Evelyn for TBL is her husband David. Evelyn is CEO and David serves as President. David played in several leagues during his professional career, including a stint with the Albany Patroons under head coach Phil Jackson. David and Jackson won the 1984 CBA championship and soon after Jackson was called up to be the head coach for the Chicago Bulls and the rest is history. David was the commissioner for the National Basketball League of Canada, before coming to serve as president for TBL. Evelyn's idea for TBL stems from a desire to do good in the community. She envisions the league with community engagement as the foundation and basketball second. "My time in Canada really opened my eyes to the good we can do," said Evelyn. "Everyone there was involved in some sort of non-profit or cause, something we don't really see in the states." Evelyn hopes that each team will be active in their community, spending time with the local youth developing life skills beyond basketball. "Our motto is 'Where the Spirit of the Game Lives,'" said Evelyn. "The spirit of the game is love. It is all about reflecting love to the community." TBL will also serve as a more financially feasible option for families looking to spend time together on a budget. Families will be able to attend a professional basketball game, get snacks and drinks all for the price of one NBA ticket. As Evelyn continues to trail-blaze her own path, she hopes to incorporate her love for people into the league. With a woman so well versed in community engagement as Evelyn, a different league for basketball, and professional sports, is certainly on the horizon. "I think it was part of our destiny," said Evelyn. "When I look back at my life and the thousands of basketball games I've been to and the love I have for helping the youth and the community, it made absolute sense for me to start this league."

Previous Media

Below you will find links to previous media coverage of the Magleys and TBL:

Story on Black Enterprise:

<https://www.blackenterprise.com/black-woman-own-professional-basketball-league/>

Kansas City Star Feature:

<https://www.kansascity.com/sports/college/big-12/university-of-kansas/article159377189.html>

Global Basketball feature:

<https://www.youtube.com/watch?v=UWZffGGLFa4>

Social Media

Be sure to check out TBL on the following social media platforms for more coverage:

