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For Immediate Release

### **Eric Jones, a Star of Broadway Proportions**

Secaucus, NJ – Broadway is known for many things; the most notable of which are the exciting plays that will take your breath away. Luckily, the Harlem Wizards have a Broadway of their own in Eric “Broadway” Jones, a crowd-pleasing basketball showman who makes jaws drop with his trickery and world-class ball handling ability. Known as the leader of the Wizards both on and off the floor, Broadway will be returning as player-coach for the Wizards for the 2010-2011 season, and he vows to make this the best season in Wizards history by “doing things that have never been done before.”

A native of the Bronx, New York, Eric starred at Our Savior of Lutheran High School. Despite playing point guard and standing only 6’2, he averaged a team-leading 15 rebounds per game to go with his 15 points per game, and earned All-Private School Honors. As a result of his dominant play and excellence in the classroom, Eric was selected to play in the World Scholar Games, one of a handful of athletes representing 103 countries in 30 different sports, in Kingston, Rhode Island in 1993. His accolades continued to pile up in the college ranks, and he set the single-season assist records for Lackawanna College (PA). From there, Broadway moved on to Urbana University (Mid-Ohio Conference), where he led the team to a 48-14 record over two seasons, set the school record for three-point percentage (42%), and won awards including Athlete of the Week and the Urbana Sportsmanship Award. Always a dedicated student, Eric graduated Urbana University with degrees in Human Resources and Business Management. Eric used his business education to become a successful entrepreneur and his company, Black Butta, started out as a clothing line and evolved into an event planning company, record label, and is now a production company for charity basketball events.

Eric’s first professional basketball experience was in Celeya, Mexico and from there, he moved on to the Eastern Basketball League, where he played with the Wilkes-Barre Diamonds. Eric showed tremendous dedication in his next professional basketball experience, making a 30-hour drive across the country to join the Black Hills Posse of the IBA. In 1997, Eric was playing in an NYC Summer Pro League with former Harlem Wizard, Tommy Starks, who recognized his talent and recommended that he join the Wizards. Eric jumped at the chance to join the Wizards because as he stated, “There is no other organization out there that would allow me to put my creativity on display,

play across the world, put smiles on people's faces, and demonstrate the type of social responsibility that the Wizards have since their inception in 1962."

Thirteen years later, Broadway is one of the faces of the Wizards franchise and still has the same passion for the team as he did on his first day. Todd Davis, the President of the Wizards, is extremely proud of the type of leader that Eric has become and he said, "He does an amazing job on the court, having fun, in the moment, and including the whole audience in the spontaneous joy, while at the same time, orchestrating a team chemistry that is inspiring." Broadway is also very diligent as he serves many roles with the Wizards including player, coach, road manager, and part owner.

Always a point guard who likes to be in control, Broadway enjoys having a direct impact on the games, the performance, and the business of the Wizards. But, what Broadway enjoys the most is the impact that the Wizards have on the lives of children. Broadway noted, "I emphasize to children the importance of education and leading an active, healthy life. Just as important though, I also stress the importance of them understanding their calling and purpose in life. I urge them to use this purpose to improve the lives of other people." As a member of the Wizards, Eric "Broadway" Jones can be seen as an ideal role model in this regard.

Clearly, Broadway has true "star power." In fact, he produced a reality television series called "Shakin" on the MSG Network, which featured aspiring youths demonstrating their ball handling tricks. He also appeared in television commercials for New Balance. Despite a brief stint with the Harlem Globetrotters from 1999-2001, Broadway feels that his favorite basketball moments have come as a member of the Wizards. One of these memorable moments came in 2005, when the Wizards played in Madison Square Garden, which is a dream for any player that grew up in the Metropolitan New York City area. But, what truly demonstrates the gift that Broadway possesses as a basketball showman is the experience that he described when the Wizards played in China. As he pointed out, China has significant language and cultural barriers which meant that the Wizards had to be able to reach the crowd through entertainment, not words. One night, a specific show started out lethargic, with the Chinese fans appearing unenthused and disinterested in the action. Always a showman, Broadway took it upon himself to run to half court, put the ball in his right hand, and sink a hook shot from 50 feet out that immediately changed the mood in the arena. 7,000 Chinese fans started to scream "Broadway", and this left an indelible impression in Broadway's mind that he will not soon forget.

For the upcoming 2010-2011 season, Broadway aims to create a whole new perception of what the combination of hard work and creativity can do. Broadway put it simplest when he said, "I want the crowd's eyes to fall out of their heads." For a man that has succeeded as a player, showman, leader, entertainer and entrepreneur, he promises to show the world that the impossible can indeed, be made possible. Stay tuned.

**Fitness Fact** – To keep in shape during the season, Eric does a combination of calisthenics, push ups, crunches, squats and cardiovascular work.

Eric pointed out that the entire Harlem Wizards organization met with nutrition expert, Dr. Joel Fuhrman, to discuss the importance of a high nutrient diet. As a result of his lecture, Broadway made a big lifestyle change to ensure that he was getting the proper nutritional content from his foods. He no longer eats fried foods or snacks- no cookies, cakes, chips, soda, beef or pork. Living strictly off of natural foods, Eric eats a pound of vegetables a day, takes vitamins religiously, and has a limited dairy intake. The results have been staggering as Broadway went from 203 pounds to 185 pounds and decreased his body fat percentage from 12% to 5%. Even more impressive is the fact that, at 35 years of age, Broadway had ACL surgery and it only took him six months to recover from this injury that usually takes 12 months or longer to rehabilitate from. As Broadway pointed out, "After eight months, I was dunking a basketball again." That's Broadway, always making the impossible seem possible.