



## FOR IMMEDIATE RELEASE

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## COLUMBUS NATIVE TO BE FEATURED IN HBO'S ACCLAIMED SERIES, HARD KNOCKS

*TE, Jeff Cumberland Will Join His Teammates from the New York Jets in the Emmy Award Winning Sports Series*

**Columbus, OH** – Columbus native and TE for the NFL New York Jets will make his debut with the team in this season's edition of HBO's **HARD KNOCKS: Training Camp with the New York Jets**. The series kicks off its season on Wednesday, August 11, 2010 at 10:00pm EST and will air exclusively on HBO. The two-time Emmy Award show will chronicle the daily demands of NFL training camp.

This past April, Jeff Cumberland signed a two-year contract with the New York Jets as a free agent. Prior to coming to the Jets, Jeff played 56 games with 12 starts in his four-year career and played a vital role in the offense at Illinois. Jeff received honorable-mention freshman All-American honors by the Sporting News. He was also named the Ohio News Network/Ohio Magazine All-Ohio team and a PrepStar All-American after finishing with 25 catches for 801 yards and 13 touchdowns during the regular season in 2005.

"I am honored and humbled to have the opportunity to play for such an amazing team," said Jeff Cumberland, TE for New York Jets. "I am excited about this season and will do my part to help our team make it to the Super bowl."

During training camp, Jeff has made some good strides and caught the attention of the Jets Brass. Jeff, along with his teammates will be featured for five one-hour episodes, which are slated to air in August and September.

"We are so proud of Jeff and all that he has accomplished," said Agent Baradino Bowles of 4<sup>th</sup> and Goal Agency. "Jeff has overcome extraordinary life challenges and we are pleased that he is making tremendous progress in camp."

This past April, HARD KNOCKS earned a Sports Emmy for its 2009 coverage of the Cincinnati Bengals training camp. In 2008, its ratings were the highest among the series' five seasons. HARD KNOCKS launched its first season in 2001 with the Baltimore Ravens. GQ magazine wrote that HARD KNOCKS was one of the reasons "we're living in a new golden age of football," adding "Hard Knock's might be the second-best thing on television." For more information about HBO's HARD KNOCKS, visit: [www.hbo.com](http://www.hbo.com).

4<sup>th</sup> and Goal Agency, LLC is a full service sports management firm based in Hampton, Virginia, with offices in Columbus, Ohio. The firm, headed by Thomas L. Hunter specializes in marketing, contract negotiations and legal counsel for athletes. The firm currently represents: Adam "Pacman" Jones (CB, Cincinnati Bengals), James Davis (RB, Cleveland Browns), and Alex Daniels (DE, Oakland Raiders), just to name a few. For more information about 4<sup>th</sup> and Goal Agency, visit: [www.4thandgoalagency.com](http://www.4thandgoalagency.com).