

Black owned talent agency launches new sports division to focus on helping HBCU athletes get to the next level



Raleigh, Mar 30, 2020 ([Issuewire.com](https://www.issuewire.com)) - TLS Talent Agency is pleased to announce its latest division, TLS Sports. The talent agency first launched in 2010 by Co-Founders Cicero Leak and Tristian Turner (both graduates of HBCU's) with clients such as Shark Tank's Daymond John, Sway Calloway, Kid N Play, Fonzworth Bentley, Grammy Award Winner Fantasia Barrino, Big Tigger, Academy Award nominated director James Fargo and from Tyler Perry's If Loving You Is Wrong actress April Parker

Jones.

The new division will operate independently from the rest of the company under the leadership of managing director Charles Stinson (graduate of Morehouse College) and will focus on helping athletes that attend HBCU's get their shot at the next level at becoming a professional athlete. Services will include representing professional athletes with negotiating contracts, and endorsement deals. TLS Sports will also partner with global branding and strategic marketing agency Creative Allies to provide multicultural marketing services that include brand strategy for its clients.

"We are excited about the launch of TLS Sports and looking forward to helping those who attend historically black college or universities that aspire to make it to the next level but are overlooked. Our goal is to approach the business in a different way because the athletes can relate to us in a different way," says Cicero Leak, CEO of TLS. "The launch of TLS Sports will also help those who attend HBCU's provide them an opportunity to get into the business as well, helping further the next generation."



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