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**ROCK CANYON HIGH SCHOOL STUDENT-ATHLETE NAMED
GATORADE® COLORADO BOYS BASKETBALL PLAYER OF THE YEAR**

CHICAGO (March 8, 2018) — In its 33rd year of honoring the nation's best high school athletes, The Gatorade Company, today announced Sam Masten of Rock Canyon High School as its 2017-18 Gatorade Colorado Boys Basketball Player of the Year. Masten is the first Gatorade Colorado Boys Basketball Player of the Year to be chosen from Rock Canyon High School.

The award, which recognizes not only outstanding athletic excellence, but also high standards of academic achievement and exemplary character demonstrated on and off the field, distinguishes Masten as Colorado's best high school boys basketball player. Now a finalist for the prestigious Gatorade National Boys Basketball Player of the Year award to be announced in March, Masten joins an elite alumni association of past state boys basketball award winners, including Karl-Anthony Towns (2012-13 & 2013-14, St. Joseph HS, N.J.), Dwight Howard (2003-04, SW Atlanta Christian Academy, Ga.), Chris Bosh (2001-02, Lincoln HS, Texas), Paul Pierce (1994-95, Inglewood HS, Calif.), Chauncey Billups (1993-94 & 1994-95, George Washington HS, Colo.) and Jason Kidd (1991-92, St. Joseph Notre Dame HS, Calif.).

The 6-foot-3, 170-pound senior guard had led the Jaguars to a 24-2 record and a berth in the Class 5A state semifinals at the time of his selection. Masten averaged 22.5 points, 7.9 rebounds, 3.4 assists and 1.6 steals through 26 games. A two-time First Team All-State honoree, he entered the state final four with 1,829 points in his prep basketball career.

A member of his local chapter of the Fellowship of Christian Athletes, Masten has volunteered locally at the Ronald McDonald House of Denver and as a youth tutor. "Sam is a great high school player and plays hard night in and night out," said Jarris Krapcha, head coach of Eaglecrest High. "He is very smart and very tough. He can finish at the rim through contact better than just about anyone in Colorado."

Masten has maintained a weighted 3.84 GPA in the classroom. He has signed a national letter of intent to play basketball on scholarship at the University of Northern Colorado this fall.

The [Gatorade Player of the Year](#) program annually recognizes one winner in the District of Columbia and each of the 50 states that sanction high school football, girls volleyball, boys and girls cross country, boys and girls basketball, boys and girls soccer, baseball, softball, and boys and girls track & field, and awards one National Player of the Year in each sport. The selection process is administered by the Gatorade Player of the Year Selection Committee, which work with top sport-specific experts and a media advisory board of accomplished, veteran prep sports journalists to determine the state winners in each sport.

Masten joins recent Gatorade Colorado Boys Basketball Players of the Year Colbey Ross (2016-17 & 2015-16, Eaglecrest High School), Brian Carey (2014-15, Denver East High School), Dominique Collier (2013-14 & 2012-13, Denver East High School), Josh Scott (2011-12, Lewis-Palmer High School), Brett Olson (2010-11, Highlands Ranch High School), Bud Thomas (2009-10 & 2008-09, Regis Jesuit High School), Reggie Jackson (2007-08, Palmer High School), and Levi Knutson (2006-07, Arapahoe High School) among the state's list of former award winners.

As a Gatorade Player of the Year, Sam will be able to select a national or local youth sports organization to receive a grant as part of the Gatorade Play It Forward program. Every Gatorade Player of the Year state winner receives a \$1,000 grant to donate and will have the opportunity to enter for an additional \$10,000 spotlight grant by writing a brief essay explaining why their selected organization deserves additional support. 12 spotlight grants - one for each sport - will be announced throughout the year.

To keep up to date on the latest happenings, become a fan of Gatorade Player of the Year on Facebook and follow the conversation on Twitter #GatoradePOY. For more on the Gatorade Player of the Year program, including nomination information, a complete list of past winners and the announcement of the Gatorade National Player of the Year, visit <http://playeroftheyear.gatorade.com/>.