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**RUFUS KING HIGH SCHOOL STUDENT-ATHLETE NAMED
GATORADE® WISCONSIN GIRLS BASKETBALL PLAYER OF THE YEAR**

CHICAGO (March 19, 2018) — In its 33rd year of honoring the nation's best high school athletes, The Gatorade Company, today announced Sydnee Roby of Rufus King High School as its 2017-18 Gatorade Wisconsin Girls Basketball Player of the Year. Roby is the second Gatorade Wisconsin Girls Basketball Player of the Year to be chosen from Rufus King 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 Roby as Wisconsin's best high school girls basketball player. Now a finalist for the prestigious Gatorade National Girls Basketball Player of the Year award announced in March, Roby joins an elite alumni association of past state girls basketball award-winners, including Maya Moore (2005-06 Collins Hill HS, Ga.), Rashanda McCants (2004-05, Asheville HS, N.C.), Candace Parker (2001-02, Naperville Central HS, Ill.), Diana Taurasi (1998-99 & 1999-00, Don Antonio Lugo HS, Calif.), Shyra Ely (1999-00, Ben Davis HS, Ind.) and Lisa Leslie (1988-89, Morningside HS, Calif.).

The 6-foot-4 junior center led the Generals to a 20-5 record and the sectional finals this past season. Roby averaged 17.0 points, 11.0 rebounds, 2.7 blocks and 2.0 assists per game. A two-time Conference Player of the Year, Roby was a unanimous First Team All-State selection as a sophomore and was named to the Associated Press All-State First Team and the USA TODAY's ALL-USA Wisconsin First Team.

Roby has volunteered locally on behalf of a homeless shelter. "Roby's size and strength in the post is unreal," said Steve Hluchnik, head coach at Oak Creek High. "If she gets the ball in the paint, it's all over, and she is a beast on the offensive boards. Almost everything we game plan involves how to stop her."

Roby has maintained a 3.09 GPA in the classroom. She will begin her senior year of high school 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.

Roby joins recent Gatorade Wisconsin Girls Basketball Players of the Year Estella Moschkau (2016-17, Edgewood High School), Hannah Whitish (2015-16, Barneveld High School), Arike Ogunbowale (2014-15, 2013-14 & (2012-13, Divine Savior Holy Angels High School), Nicole Bauman (2011-12, Eisenhower High School), Samantha Logic (2010-11, Case High School), Nicole Griffin (2009-10 & 2008-09, Milwaukee Vincent High School), Rachael Hencke (2007-08, Grafton High School), and Lin Zastrow (2006-07, Jefferson High School) among the state's list of former award winners.

As a Gatorade Player of the Year, Sydnee 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/>.

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