

LAKE OSWEGO HIGH SCHOOL STUDENT-ATHLETE NAMED GATORADE OREGON FOOTBALL PLAYER OF THE YEAR

CHICAGO (December 5, 2025) — In its 41st year celebrating the nation's best high school athletes, Gatorade today announced LaMarcus 'Bam' Bell of Lake Oswego High School is the 2025-26 Gatorade Oregon Football Player of the Year.

Gatorade Player of the Year is the top honor in high school sports, celebrating the nation's best high school athletes for their excellence in sport, academics and community. The award recognizes Bell as Oregon's best high school football player, and he joins an elite legacy that spans professional athletes and coaches to CEOs, such as Peyton Manning (1993-94, Isidore Newman School, LA), Nick Singleton (2021-22, Governor Mifflin High School, PA) and Keelon Russell (2024-25, Duncanville High School, TX).

The 5-foot-11, 190-pound senior running back led the Lakers to a 12-1 record and the Class 6A state championship this past season. Bell rushed for 1,603 yards and 25 touchdowns on 137 carries, averaging 11.7 yards per carry. He ran for 152 yards and a score in Lake Oswego's 35-6 win over Central Catholic High in the state final and was the 2024 Oregon Scholastic Athletic Association Class 6A Offensive Player of the Year.

A member of his school's chapter of the Fellowship of Christian Athletes, Bell has volunteered locally as a youth football coach and referee. He has also donated his time to multiple community service initiatives through his church youth group. "LaMarcus is a pretty special athlete," said Dom Ferraro, head coach of Tualatin High School. "He has all the necessary skills to be a complete running back. He's fast, shifty, physical, has excellent vision and can catch the ball out of the backfield."

Bell has maintained a 3.05 GPA in the classroom. At the time of his selection, he had made a verbal commitment to receive athletic aid to play football at the University of Utah next fall.

The [Gatorade Player of the Year](#) program annually recognizes one state winner from each of the 50 states and Washington D.C., in 12 different sports: football, girls volleyball, boys and girls cross country, boys and girls basketball, baseball, softball, boys and girls soccer, and boys and girls track & field. In total, 610 high school athletes are honored each year. From the pool of state winners, one national winner is selected in each of the 12 sports. The selection process is administered by the Gatorade Player of the Year Selection Committee, which leverages experts including coaches, scouts, media and others as sources to help evaluate and determine the winners in each sport.

As part of Gatorade's commitment to breaking down barriers in sport, every Player of the Year also receives a grant to donate to a social impact partner. To date, the Gatorade Player of the Year program has provided more than \$6.4 million in grants to winners across more than 2,200 organizations.

To learn more about the Gatorade Player of the Year program, check out past winners or to nominate student-athletes, visit playeroftheyear.gatorade.com or follow us on social media on Instagram at [instagram.com/Gatorade](https://www.instagram.com/Gatorade), Facebook at [facebook.com/GatoradePOY](https://www.facebook.com/GatoradePOY) and X(Twitter) at x.com/Gatorade.

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