

**OXFORD HIGH SCHOOL STUDENT-ATHLETE NAMED  
GATORADE ALABAMA BOYS BASKETBALL PLAYER OF THE  
YEAR**

CHICAGO (March 20, 2026) — In its 41<sup>st</sup> year celebrating the nation’s best high school athletes, Gatorade today announced Jaylen Alexander of Oxford High School is the 2025-26 Gatorade Alabama Boys Basketball 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 Alexander as Alabama’s best high school boys basketball player, and he joins an elite legacy that spans professional athletes and coaches to CEOs, such as Jayson Tatum (2015-16, Chaminade College Preparatory School, MO), Cooper Flagg (2023-24, Montverde Academy, FL) and Cameron Boozer (2022-23 & 2024-25, Christopher Columbus High School, FL).

The 6-foot-2, 185-pound senior guard led the Yellow Jackets to a 30-4 record and the Class 6A state championship this past season. Alexander averaged 17.6 points, 5.4 rebounds, 4.4 assists and 2.3 steals per game per game, recording 11 points, eight assists and five steals in Oxford’s 68-44 win over Cullman High School. A two-time Calhoun County Player of the Year, he earned state tournament MVP honors and concluded his prep career with 2,444 points.

Alexander has volunteered locally with the Special Olympics and as a youth basketball camp counselor. He has also donated his time to multiple community service initiatives through his school’s National Honor Society. “Jaylen Alexander is one of the most dynamic guards I’ve seen in high school,” said Matt House, head coach of Pell City High School. “He’s the last thing an opposing team wants to see in the open court. He’s what made Oxford go this year.”

Alexander has maintained a 3.78 GPA in the classroom. He has signed a written letter of athletic aid to play basketball at Belmont University this 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](http://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](https://x.com/Gatorade).

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