

HERITAGE HIGH SCHOOL STUDENT-ATHLETE NAMED GATORADE TEXAS BOYS BASKETBALL PLAYER OF THE YEAR

CHICAGO (March 20, 2026) — In its 41st year celebrating the nation’s best high school athletes, Gatorade today announced Bryson Howard of Heritage High School is the 2025-26 Gatorade Texas 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 Howard as Texas’ 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-5, 185-pound senior guard and forward led the Coyotes (34-2) to the 5A, Division I state championship this past season. Howard averaged 22.8 points, 8.5 rebounds, 3.3 assists, 3.2 steals and 1.3 blocks per game. He was named MVP of the state championship game after his 28-point, 15-rebound performance and is ranked as a Top 15 recruit in the nation in the Class of 2026 by Rivals, 247Sports and PrepHoops.com.

Howard has volunteered locally for years with The Josh Howard Foundation, an organization founded by Howard’s dad and former NBA All-Star, Josh Howard, which is devoted to improving quality of life in economically challenged communities. Bryson Howard began at the foundation as an elementary school student, helping to set up basketball drills, and he now serves meals to those in need and puts together care packages. “Last year, the only ‘weakness’ he had in his game was his ability to shoot 3s; this year, that’s not the case,” said Chad Evans, head coach at Centennial High School. “He shoots it really well and is almost unstoppable when he gets going downhill and catches it around the basket.”

Howard has maintained a 3.95 weighted GPA in the classroom. He has signed a written letter of athletic aid to play basketball at Duke 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 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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