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**EDEN HIGH SCHOOL STANDOUT NAMED
GATORADE® NEW YORK VOLLEYBALL PLAYER OF THE YEAR**

CHICAGO (December 14, 2010) — In its third decade of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPN RISE, today announced Heather Feldman of Eden High School as its 2010-11 Gatorade New York Volleyball Player of the Year. Feldman is the second Gatorade New York Volleyball Player of the Year to be chosen from Eden 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 court, distinguishes Feldman as New York's best high school volleyball player. Now a finalist for the prestigious Gatorade National Volleyball Player of the Year award announced in December, Feldman joins an elite alumni association of past state volleyball award winners, including USA Volleyball Olympians Kim Glass (2001-02, Horseshoe HS, Penn.), Kim Willoughby (1998-99, 1999-00, Assumption HS, La.) and Ogonna Nnamani (1999-00, University HS, Ill).

The 5-foot-9 senior setter led the Raiders to a 48-2-1 record and the Class B state title this past season. Feldman recorded 1,367 assists, 455 digs and 108 service aces while helping Eden win its fourth state championship in her five varsity seasons. She was a First Team All-State selection as a junior, and was chosen as MVP of this year's Class B tournament.

Feldman has maintained an A-plus average in the classroom. Also a talented singer, she has volunteered locally at area nursing homes and on behalf of the Big Sister/Little Sister mentoring program.

"Feldman is a difference-maker," said Don Pieczynski, head coach of rival St. Mary's High. "She picks up on the weaknesses of a defense and delivers the ball to the right place—she has a knack that's hard to teach."

Feldman has signed a National Letter of Intent to play volleyball on scholarship at North Carolina's Gardner-Webb University beginning in the fall of 2011.

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 ESPN RISE and the Gatorade high school sports leadership team, 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.

Feldman joins recent Gatorade New York Volleyball Players of the Year Mary Cushman (2009-10 & 2008-09, West Irondequoit) and Erin Little (2007-08, Burnt Hills-Ballston Lake) among the state's list of former award winners.

To keep up to date on the latest happenings, become a fan of Gatorade Player of the Year on Facebook and follow us on Twitter. 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 playeroftheyear.gatorade.com.

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