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**BOYLE COUNTY HIGH SCHOOL STANDOUT NAMED
GATORADE® KENTUCKY FOOTBALL PLAYER OF THE YEAR**

CHICAGO (December 2, 2010) — In its third decade of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPN RISE, today announced Lamar Dawson of Boyle County High School as its 2010-11 Gatorade Kentucky Football Player of the Year. Dawson is the first Gatorade Kentucky Football Player of the Year to be chosen from Boyle County 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 Dawson as Kentucky's best high school football player. Now a finalist for the prestigious Gatorade National Football Player of the Year award announced in December, Dawson joins an elite alumni association of past state award-winners in 12 sports, including Mark Sanchez (2004-05, Mission Viejo HS, Calif.), Wes Welker (1999-00, Heritage Hall HS, Okla.), Terrell Suggs (1999-00, Hamilton HS, Ariz.), Anquan Boldin (1998-99, Pahokee HS, Fla.) and Jerome Bettis (1989-90, Mackenzie HS, Mich.).

The 6-foot-2, 240-pound senior linebacker, fullback and tight end led the Rebels to a 14-0 record entering the Class 4A state championship game against Allen County-Scottsville, scheduled for Dec. 3. Dawson had recorded 158 total tackles and four interceptions—two returned for touchdowns—at the time of his selection. He had also rushed for 676 yards and 14 touchdowns on 78 carries, and caught 18 passes for 250 yards and one touchdown. Dawson was a First Team All-State selection in 2009 and is the only Kentucky player selected to play in the 2011 U.S. Army All-American Bowl.

Dawson has maintained a 3.71 GPA in the classroom. He has volunteered locally as a motivational speaker for elementary school students and as a counselor in youth football camps.

"He's not just a great athlete, he's also a pretty heady player," said Sam Harp, head coach of rival Danville High. "He's a very good run stopper, good size and strength, good job of coverage in space. He brings a load when you try to block him."

Dawson remains undecided upon a collegiate destination.

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.

Dawson joins recent Gatorade Kentucky Football Players of the Year Antonio Andrews (2009-10, Fort Campbell), Rolandan "Deuce" Finch (2008-09, St. Xavier) and John Cole (2007-08, Somerset) 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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