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**EVERETT HIGH SCHOOL STANDOUT NAMED  
GATORADE® MASSACHUSETTS 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 Matt Costello of Everett High School as its 2010-11 Gatorade Massachusetts Football Player of the Year. Costello is the fourth Gatorade Massachusetts Football Player of the Year to be chosen from Everett 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 Costello as Massachusetts' best high school football player. Now a finalist for the prestigious Gatorade National Football Player of the Year award announced in December, Costello 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, 165-pound senior wide receiver and defensive back has led the Crimson Tide to an 11-0 record and a berth in the Division 1 Eastern Mass Super Bowl against St. John's Preparatory School, scheduled for Dec. 4. At the time of his selection, Costello had caught 65 passes for 1,156 yards and 20 touchdowns, including 11 catches for 167 yards and two scores in a 21-0 win over Andover High in the Eastern Mass semifinals. The two-time All-Greater Boston League First Team selection had also recorded 18 tackles and two interceptions.

Costello has maintained a 3.98 GPA in the classroom. A member of his school's Italian Club, he has volunteered locally as a youth coach and as a peer tutor.

"We faced a lot of talented receivers this season, and Matt Costello is certainly the best one of the group," said Jon Bartlett, head coach of rival B.C. High. "He runs his routes with precision, has tremendous hands and is the heart and soul of that ball club. He will not wow you with his size or 40 speed, but he is a gamer who has the will of a champion."

Costello 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.

Costello joins recent Gatorade Massachusetts Football Players of the Year Nick LaSpada (2009-10, Billerica Memorial), Matt Grimard (2008-09, Dracut) and Matt Bellomo (2007-08, Holliston) 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](http://playeroftheyear.gatorade.com).

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