

FOR IMMEDIATE RELEASE

Contact: Julie Mason (412-561-1014)

**WEST SALEM HIGH SCHOOL STANDOUT NAMED
GATORADE® OREGON 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 Brett Smith of West Salem High School as its 2010-11 Gatorade Oregon Football Player of the Year. Smith is the first Gatorade Oregon Football Player of the Year to be chosen from West Salem 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 Smith as Oregon's best high school football player. Now a finalist for the prestigious Gatorade National Football Player of the Year award announced in December, Smith 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, 200-pound senior quarterback passed for 2,133 yards and 26 touchdowns, completing 135-of-200 attempts while throwing just five interceptions this past season, leading the Titans (9-2) to the second round of the Class 6A state playoffs. The 2010 Central Valley Conference Offensive Player of the Year, Smith also rushed for 783 yards on 99 carries (7.9 avg.) with 20 touchdowns.

Smith has maintained a 3.43 GPA in the classroom. A devoted member of his church community, he has volunteered locally as an elementary school guest speaker and as a peer leader and mentor at his school.

Smith has verbally committed to play football on scholarship at San Jose State 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.

Smith joins recent Gatorade Oregon Football Players of the Year Jordan Johnson (2009-10, Sheldon), Jack Lomax (2008-09, Lake Oswego) and Cory McCaffrey (2007-08, Sisters) 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.

###