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**BAYSIDE HIGH SCHOOL STANDOUT NAMED
GATORADE® VIRGINIA 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 Demetrious Nicholson of Bayside High School as its 2010-11 Gatorade Virginia Football Player of the Year. Nicholson is the first Gatorade Virginia Football Player of the Year to be chosen from Bayside 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 Nicholson as Virginia's best high school football player. Now a finalist for the prestigious Gatorade National Football Player of the Year award announced in December, Nicholson 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 5-foot-10, 170-pound senior cornerback and wide receiver has led the Marlins to a 13-0 record and a berth in the Group AAA Division 6 semifinals against Hermitage High, scheduled for Dec. 4. At the time of his selection, Nicholson had hauled in 37 passes for 523 yards and eight touchdowns. He had also returned two punts for touchdowns, averaging 27 yards per return, along with recording three blocked kicks. The Beach District Defensive Player of the Year, Nicholson had recorded 35 tackles—10 for a loss—two interceptions and 19 pass breakups to lead a defense allowing just 11 points per game. He has been selected to play in the 2011 Under Armour All-American Game.

Nicholson has maintained a 3.51 GPA in the classroom. An active member of the Bayside Minority Achievement Club, he has volunteered on behalf of his school's freshmen orientation committee and local youth football teams.

"Nicholson has great fundamental technique and he's a shutdown corner," said Chris Scott, head coach of rival Ocean Lakes High. "He's a difference-maker. Everyone knows who he is and they don't want to throw at him."

Nicholson 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.

Nicholson joins recent Gatorade Virginia Football Players of the Year Phillip Sims (2009-10, Oscar Smith), David Wilson (2008-09, George Washington) and Mike Glennon (2007-08, Westfield) 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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