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**Contact: Julie Mason (412-561-1014)**

**BRADFORD HIGH SCHOOL STANDOUT NAMED  
GATORADE® WISCONSIN 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 Melvin Gordon of Bradford High School as its 2010-11 Gatorade Wisconsin Football Player of the Year. Gordon is the first Gatorade Wisconsin Football Player of the Year to be chosen from Bradford 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 Gordon as Wisconsin's best high school football player. Now a finalist for the prestigious Gatorade National Football Player of the Year award announced in December, Gordon 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, 195-pound senior running back rushed for 2,009 yards and 38 touchdowns on 158 carries this past season, leading the Red Devils (11-2) to the Division 1 semifinals. The 2010 Wisconsin Football Coaches Association Offensive Player of the Year and a 2010 First Team All-State selection, Gordon also caught 10 passes for 326 yards and three scores.

Gordon has maintained a B average in the classroom. He has volunteered locally as an elementary school motivational speaker and as a youth football coach and camp counselor.

"Melvin Gordon is the most dynamic running back I have faced in my 11 years of coaching," said Pete McAdams, head coach of rival SPASH High. "Every time he touches the ball, there is the imminent threat of him breaking a long run and finding the end zone. He really is a special player."

Gordon has verbally committed to play football on scholarship at the University of Iowa 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.

Gordon joins recent Gatorade Wisconsin Football Players of the Year Eric Oertel (2009-10, Racine Lutheran), Ben Ericksen (2008-09, Greendale) and Mitch Sutton (2007-08, Stevens Point Area Senior) 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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