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**WEST WINDSOR-PLAINSBORO HIGH SCHOOL NORTH STANDOUT NAMED
GATORADE NEW JERSEY BOYS CROSS COUNTRY RUNNER OF THE YEAR**

CHICAGO (January 20, 2011) — In its 26th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPN RISE, today announced Jim Rosa of West Windsor-Plainsboro High School North as its 2010-11 Gatorade New Jersey Boys Cross Country Runner of the Year. Rosa is the second Gatorade New Jersey Boys Cross Country Runner of the Year to be chosen from West Windsor-Plainsboro High School North.

The award, which recognizes not only outstanding athletic excellence, but also high standards of academic achievement and exemplary character demonstrated on and off the racecourse, distinguishes Rosa as New Jersey's best high school boys cross country runner. Now a finalist for the prestigious Gatorade National Boys Cross Country Runner of the Year award to be announced in January, Rosa joins an elite alumni association of past state award-winners in 12 sports, including Ryan Hall (1999-00, 2000-01, Big Bear HS, Calif.), Derek Jeter (1991-92, Kalamazoo HS, Mich.), Candace Parker (2001-02, Naperville Central HS, Ill.), Kevin Garnett (1992-93, Maudlin HS, S.C.), Abby Wambach (1997-98, Our Lady of Mercy, N.Y.) and Mark Sanchez (2004-05, Mission Viejo HS, Calif.).

The 6-foot senior raced to the Group 3 individual state championship this past season with a time of 15:46, leading the Knights to the state title as a team. Rosa also won the state Meet of Champions in 15:15 and the Nike Cross Nationals Northeast Regional championships in a course-record time of 15:35.5. He added victories at the Manhattan Invitational, the Shore Coaches Invitational, the Mercer County Championships and the Central Jersey Sectional Championships.

Rosa has maintained a 4.16 GPA in the classroom. He has volunteered locally on behalf of the Special Olympics.

"All the pressure shifted to Jim's shoulders this year and he handled it great," said West Windsor-Plainsboro North head coach Brian Gould. "He's a very humble guy, but at the same time tremendously competitive and hungry to improve. He just had a phenomenal season overall."

Rosa has verbally committed to an athletic scholarship at Stanford University beginning this fall.

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.

Rosa joins Gatorade New Jersey Boys Cross Country Runners of the Year Joe Rosa (2009-10, West Windsor-Plainsboro North), Tyler Udland (2008-09, Millburn), and Brandon Jarrett (2007-08, St. Benedict's Prep) as athletes who have won the cross country award since its inception in 2007.

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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