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**NORFOLK CHRISTIAN HIGH SCHOOL STANDOUT NAMED
GATORADE® VIRGINIA BOYS BASKETBALL PLAYER OF THE YEAR**

CHICAGO (March 18, 2010) — In its 25th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPN RISE, today announced James McAdoo of Norfolk Christian High School as its 2009-10 Gatorade Virginia Boys Basketball Player of the Year. McAdoo is the first Gatorade Virginia Boys Basketball Player of the Year to be chosen from Norfolk Christian 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 court, distinguishes McAdoo as Virginia's best high school boys basketball player. Now a finalist for the prestigious Gatorade National Boys Basketball Player of the Year award to be announced in March, McAdoo joins an elite alumni association of past state boys basketball award winners, including Chris Paul (2002-03, West Forsyth HS, N.C.), Kevin Garnett (1992-93, Maudlin HS, S.C.), Chauncey Billups (1993-94 & 1994-95, George Washington HS, Colo.), Jason Kidd (1991-92, St. Joseph Notre Dame HS, Calif.), Paul Pierce (1994-95, Inglewood HS, Calif.) and Chris Bosh (2001-02, Lincoln HS, Texas).

The 6-foot-8, 215-pound junior forward led the Ambassadors (26-4) to the Virginia Independent Schools Athletic Association Division II state title this past season, averaging 22.5 points, 9.9 rebounds, 1.9 steals, 1.8 blocks and 1.2 assists per game. McAdoo led the United States to the gold medal at the FIBA Americas U16 Championships last summer in Argentina, and USA Basketball named him its 2009 Male Athlete of the Year, making McAdoo the youngest player ever to win the honor.

McAdoo has maintained a 3.58 GPA in the classroom. A member of his local Fellowship of Christian Athletes chapter, McAdoo has volunteered as a youth camp counselor and he completed a service mission to Jamaica in association with his church.

"It's very rare to find an individual who can put an entire team on his back and carry a team. James McAdoo is one of those individuals," said Max Gillespie, head coach of rival Hampton Roads Academy. "He has a great understanding of the game. He doesn't force things and he lets the game come to him. He has the quickness to go by people and the strength to go to bucket. Put it all together and you have a player of his caliber."

McAdoo has verbally committed to play basketball on scholarship at the University of North Carolina 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.

McAdoo joins recent Gatorade Virginia Boys Basketball Players of the Year Keith 'Tiny' Gallon (2008-09, Oak Hill Academy), Brandon Jennings (2007-08, Oak Hill Academy), and Nolan Smith (2006-07, Oak Hill Academy) among the state's list of former award winners.

To celebrate the award's 25th anniversary, Gatorade wants you to vote for the All-Time Greatest Players of the Year at gatorade.com/POY25. 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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