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**PLAINVIEW HIGH SCHOOL STANDOUT NAMED
GATORADE OKLAHOMA GIRLS TRACK & FIELD ATHLETE OF THE YEAR**

CHICAGO (June 24, 2010) — In its 25th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPN RISE, today announced Danielle Nowell of Plainview High School as its 2009-10 Gatorade Oklahoma Girls Track & Field Athlete of the Year. Nowell is the first Gatorade Oklahoma Girls Track & Field Athlete of the Year to be chosen from Plainview 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 track, distinguishes Nowell as Oklahoma's best high school girls track & field athlete. Now a finalist for the prestigious Gatorade National Girls Track & Field Athlete of the Year award to be announced in June, Nowell joins an elite alumni association of state award-winners in 12 sports, including Allyson Felix (2001-02, Los Angeles Baptist, Calif.), Derek Jeter (1991-92, Kalamazoo HS, Mich.), Candace Parker (2001-02, Naperville Central HS, Ill.), Abby Wambach (1997-98, Our Lady of Mercy, N.Y.), Mark Sanchez (2004-05, Mission Viejo HS, Calif.), Lolo Jones (1997-98, Roosevelt HS, Iowa) and Bianca Knight (2006-07, Ridgeland HS, Miss.).

The 5-foot-3 senior won the pole vault at the Class 3A state meet this spring, setting a state record of 13 feet, 1 inch and leading the Indians to the state title as a team. Nowell's winning vault ranks seventh in the nation among prep competitors at the time of her selection.

Nowell has maintained an unweighted 3.88 GPA in the classroom. Also a member of a national championship cheerleading team, she has volunteered locally as part of multiple community service initiatives in association with the National Beta Club and her church youth group.

"Danielle is not only a great athlete, but a leader in and out of the school building," said Plainview assistant coach Tony Willoughby. "She is an incredibly hard worker."

Nowell has signed a National Letter of Intent to compete on an athletic scholarship at the University of Arkansas 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.

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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