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**LINCOLN-SADBURY REGIONAL HIGH SCHOOL STANDOUT NAMED
GATORADE® MASSACHUSETTS BOYS SOCCER PLAYER OF THE YEAR**

CHICAGO (February 23, 2011) — In its 26th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPN RISE, today announced Cole DeNormandie of Lincoln-Sudbury Regional High School as its 2010-11 Gatorade Massachusetts Boys Soccer Player of the Year. DeNormandie is the first Gatorade Massachusetts Boys Soccer Player of the Year to be chosen from Lincoln-Sudbury Regional 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 DeNormandie as Massachusetts's best high school boys soccer player. Now a finalist for the prestigious Gatorade National Boys Soccer Player of the Year award to be announced in May, DeNormandie joins an elite alumni association of past state award-winners in 12 sports, including Alexi Lalas (1987-88, Cranbrook HS, Mich.), Derek Jeter (1991-92, Kalamazoo HS, Mich.), Candace Parker (2001-02, Naperville Central HS, Ill.), Kevin Garnett (1992-93, Maudlin HS, S.C.), Tony Meola (1986-87, Kearney HS, N.J.) and Mark Sanchez (2004-05, Mission Viejo HS, Calif.).

The 6-foot, 180-pound senior forward recorded 18 goals and six assists this past season, leading the Warriors (14-2-2) to the Division 1 North Sectional quarterfinals. A 2010 ESPN RISE Third Team All-American selection and a two-time All-American selection by the National Soccer Coaches Association of America, DeNormandie was also the 2010 Boston Globe Division 1 Player of the Year and a three-time Dual County League MVP. He concluded his prep soccer career with 64 goals and 20 assists.

DeNormandie has maintained a B average in the classroom. He has volunteered locally as a youth soccer coach and with Students Against Destructive Decisions.

"Cole DeNormandie has really developed his game," said John Frederick, DeNormandie's club coach with the New England Revolution. "He's a big kid, a gifted athlete. He runs very, very well, he's good in the air and he's good on the ground. What he's been blessed with athletically, you can't understate. I think he's going to be a great goal-scorer."

DeNormandie has signed a National Letter of Intent to play soccer on scholarship at the University of Cincinnati 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.

DeNormandie joins recent Gatorade Massachusetts Boys Soccer Players of the Year Leon Brown (2009-10, The Roxbury Latin School), Charlie Rugg (2008-09, The Rivers School), and Jan Trnka-Amrhein (2007-08, Noble and Greenough School) 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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