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**SYLVAN HILLS HIGH SCHOOL STANDOUT NAMED  
GATORADE® ARKANSAS BOYS BASKETBALL PLAYER OF THE YEAR**

CHICAGO (March 17, 2011) — In its 26<sup>th</sup> year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPN RISE, today announced Archie Goodwin of Sylvan Hills High School as its 2010-11 Gatorade Arkansas Boys Basketball Player of the Year. Goodwin is the first Gatorade Arkansas Boys Basketball Player of the Year to be chosen from Sylvan Hills 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 Goodwin as Arkansas'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, Goodwin joins an elite alumni association of past state boys basketball award winners, including Dwight Howard (2003-04, SW Atlanta Christian Academy, Ga.), 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-5 junior guard averaged 28.3 points, 7.0 rebounds and 2.5 assists per game this past season, leading the Bears (25-4) to the Class 5A state final. Goodwin is a two-time All-State selection. He is rated the nation's No. 17 junior class recruit by ESPN.

Goodwin has maintained a B average in the classroom. He has volunteered locally on behalf of youth basketball programs and has been active in his school's student government.

"Goodwin can do it all," said Steve Quattlebaum, head coach of rival Central Arkansas Christian. "He's got a quick release, great range and finishes well around the basket. He's awesome."

Goodwin will begin his senior year of high school 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.

Goodwin joins recent Gatorade Arkansas Boys Basketball Players of the Year Preston Purifoy (2009-10, Conway) and Fred Gulley (2007-08 & 2008-09 Fayetteville), 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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