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**HIGHLANDS RANCH HIGH SCHOOL STANDOUT NAMED
GATORADE® COLORADO BOYS BASKETBALL PLAYER OF THE YEAR**

CHICAGO (March 17, 2011) — In its 26th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPN RISE, today announced **Brett Olson of Highlands Ranch High School** as its **2010-11 Gatorade Colorado Boys Basketball Player of the Year**. Olson is the first Gatorade Colorado Boys Basketball Player of the Year to be chosen from Highlands Ranch 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 Olson as Colorado'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, Olson 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, 175-pound senior point guard averaged 18.4 points, 7.4 assists, 2.7 rebounds and 2.5 steals per game this past season, leading the Falcons (25-2) to the Class 5A state semifinals. Olson shot 51.9 percent from the field, 41.3 percent from 3-point range and 90.0 percent from the free-throw line. He produced 13 points and five assists per contest as a junior, capturing *Denver Post* Honorable Mention All-State honors.

Also a baseball standout, Olson has maintained a 3.62 GPA in the classroom. He has volunteered on behalf of his church's youth group and as a fundraiser for the Jeremy Patrick Falkner Memorial youth football tournament.

"He's the epitome of a point guard," said Highlands Ranch Head Coach Bob Caton. "He did a tremendous job for us. He's a 6-foot-5 point guard, and we ran everything through him. He was the key to us getting into our offense. He sees the floor exceptionally well, and he leads a great fast break. He shot 90 percent from the free-throw line, and he led the team in 3-point shooting. He's just an amazing, amazing kid."

Olson has signed a National Letter of Intent to play basketball on scholarship at the University of Denver 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.

Olson joins recent Gatorade Colorado Boys Basketball Players of the Year Bud Thomas (2008-09 & 2009-10, Regis Jesuit) and Reggie Jackson (2007-08, Palmer), 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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