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**CAMDEN HILLS REGIONAL HIGH SCHOOL STANDOUT NAMED
GATORADE® MAINE 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 Tyler McFarland of Camden Hills Regional High School as its 2010-11 Gatorade Maine Boys Basketball Player of the Year. McFarland is the first Gatorade Maine Boys Basketball Player of the Year to be chosen from Camden Hills 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 court, distinguishes McFarland as Maine'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, McFarland 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-6, 220-pound senior forward led the Windjammers to a 23-0 record and the Class B state championship this past season. McFarland recorded 24 points and 11 rebounds in the 68-59, state title-clinching victory against Cape Elizabeth High, capturing All-Tournament Most Valuable Player honors in the process. The state's Mr. Basketball award-winner and a Maine McDonald's Senior All-Star Game selection, he averaged 24.1 points, 11.4 rebounds, 2.8 steals, 2.0 assists and 1.8 blocks per game. McFarland shot 55 percent from the field and 77 percent from the free-throw line. The three-time Class B Kennebec Valley Athletic Conference Player of the Year, he also led Camden Hills to the 2009 Class B state title as a sophomore.

McFarland has maintained an A-minus average in the classroom and serves as a member of Camden Hills High's student and captains' councils. The recipient of the Hugh O'Brian Youth Leadership and Maine Principals Association's awards for outstanding citizenship, he has also donated his time as part of his school's peer-mentoring program and as a youth basketball instructor.

"The thing that distinguishes Tyler McFarland is his intense desire to not only be the best player he can be, but how much he enjoys helping his teammates become the best players they can be," said Camden Hills High Head Coach Jeff Hart. "He will do whatever it takes for his team to win. If we need him to score 40, then he'll score 45. If we need 20 rebounds, he'll go get 25. He wants to be a role model for all the young people not only in our community, but wherever he ends up going to college. Tyler is the most impressive young man who I have ever met in 29 years of coaching here at Camden Hills High."

McFarland remains undecided upon a collegiate destination.

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.

McFarland joins recent Gatorade Maine Boys Basketball Players of the Year Stefano Mancini (2009-10, Falmouth), Thomas Knight (2008-09, Dirigo), and Ryan Martin (2007-08, Maranacook Community), 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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