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**NORFOLK CHRISTIAN HIGH SCHOOL STANDOUT NAMED  
GATORADE® VIRGINIA 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 James McAdoo of Norfolk Christian High School as its 2010-11 Gatorade Virginia Boys Basketball Player of the Year. McAdoo is the first Gatorade Virginia Boys Basketball Player of the Year to be chosen from Norfolk Christian 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 McAdoo as Virginia'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, McAdoo 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-8, 215-pound senior forward led the Ambassadors to a 25-6 record and a second-straight Virginia Independent Schools Athletic Association Division II state title this past season. McAdoo averaged 23.0 points 8.7 rebounds, 2.2 steals, 1.9 blocks and 1.7 assists per game. The returning Gatorade Virginia Boys Basketball Player of the Year and a McDonald's All-American Game selection, McAdoo is a two-time Tidewater Conference of Independent Schools Player of the Year and the 2009 USA Basketball Male Athlete of the Year. He finished his prep basketball career second in state history with 2,584 points.

McAdoo has maintained a 3.72 GPA in the classroom. He has volunteered locally at an area food bank and as a youth mentor, and he has completed service missions to Nicaragua and Jamaica, where he worked and taught basketball.

"No one his size has the skills James McAdoo has," said Boo Williams, McAdoo's AAU coach. "He's even better than he was last year. He can pass, shoot, run the floor, handle. He's ready for the college game. He's ready to take that challenge."

McAdoo has signed a National Letter of Intent to play basketball on scholarship at the University of North Carolina 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.

Two-time winner McAdoo joins recent Gatorade Virginia Boys Basketball Players of the Year Keith 'Tiny' Gallon (2008-09, Oak Hill Academy) and Brandon Jennings (2007-08, Oak Hill Academy), 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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