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**DUTCHTOWN HIGH SCHOOL STANDOUT NAMED
GATORADE® LOUISIANA FOOTBALL PLAYER OF THE YEAR**

CHICAGO (December 1, 2011) — In its 27th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPNHS, today announced Landon Collins of Dutchtown High School as its 2011-12 Gatorade Louisiana Football Player of the Year. Collins is the first Gatorade Louisiana Football Player of the Year to be chosen from Dutchtown 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 Collins as Louisiana's best high school football player. Now a finalist for the prestigious Gatorade National Football Player of the Year award announced in December, Collins joins an elite alumni association of past state award-winners in 12 sports, including Mark Sanchez (2004-05, Mission Viejo HS, Calif.), Wes Welker (1999-00, Heritage Hall HS, Okla.), Terrell Suggs (1999-00, Hamilton HS, Ariz.), Anquan Boldin (1998-99, Pahokee HS, Fla.) and Jerome Bettis (1989-90, Mackenzie HS, Mich.).

The 6-foot, 210-pound senior safety and running back rushed for 1,218 yards and 21 touchdowns on 89 carries this past season, averaging 13.7 yards per carry and leading the Griffins (10-1) to a berth in the Class 5A postseason. Collins also recorded 45 tackles and four interceptions, returning two for touchdowns. A two-time District 5-5A MVP and a 2012 Under Armour All-American Game selection, Collins, who had not played running back since middle school, is the No. 7 rated recruit in the Class of 2012 by ESPN.

Collins has maintained a B average in the classroom. He has volunteered locally as part of multiple community service initiatives in association with his church youth group.

"I think he probably affected our team more on offense than on defense," said Dutchtown coach Benny Saia. "When you put the ball under his arm, he was explosive. He was able to control the game. He was on punt team, return team, kickoffs, offense, defense—he did it all. Pretty good at all of it, too."

Collins 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 ESPNHS 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.

Collins joins recent Gatorade Louisiana Football Players of the Year Anthony Johnson (2010-11, O. Perry Walker High School) Kenny Hilliard (2009-10, Patterson), Dez Duron (2008-09, Evangel Christian Academy) and Jordan Jefferson (2007-08, Destrehan) 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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