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**SUE CLEVELAND HIGH SCHOOL STANDOUT NAMED  
GATORADE NEW MEXICO BOYS CROSS COUNTRY RUNNER OF THE YEAR**

CHICAGO (January 23, 2012) — In its 27<sup>th</sup> year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPNHS, today announced Luis Martinez of Sue Cleveland HS as its 2011-12 Gatorade New Mexico Boys Cross Country Runner of the Year. Martinez is the first Gatorade New Mexico Boys Cross Country Runner of the Year to be chosen from Sue Cleveland HS.

The award, which recognizes not only outstanding athletic excellence, but also high standards of academic achievement and exemplary character demonstrated on and off the racecourse, distinguishes Martinez as New Mexico's best high school boys cross country runner. Now a finalist for the prestigious Gatorade National Boys Cross Country Runner of the Year award to be announced in January, Martinez joins an elite alumni association of past state award-winners in 12 sports, including Ryan Hall (1999-00, 2000-01, Big Bear HS, Calif.), Derek Jeter (1991-92, Kalamazoo HS, Mich.), Candace Parker (2001-02, Naperville Central HS, Ill.), Kevin Garnett (1992-93, Maudlin HS, S.C.), Abby Wambach (1997-98, Our Lady of Mercy, N.Y.) and Mark Sanchez (2004-05, Mission Viejo HS, Calif.).

The 5-foot-9 junior raced to the Class 5A individual state championship this past season with a time of 15:41.4, leading the Storm to the state title as a team. Martinez won the Nike Cross Nationals Southwest Regional championships in 15:08.8 and finished 30th at the NXN Final. He also earned victories at the Clovis Invitational, the Lobo Invitational, the Rio Rancho Jamboree, the Albuquerque Academy Invitational, the Volcano Vista Invitational, the Santa Fe Capital Invitational and the Los Alamos Invitational.

Martinez has maintained a 4.07 GPA in the classroom. A devoted member of his church community, he has volunteered locally on behalf of an animal shelter and youth track programs.

"Luis is a gifted runner and an extremely hard-working and dedicated individual," said Cleveland head coach Kenny Henry. "But it's his competitiveness, in my opinion, that has accounted for most of his success."

Martinez 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 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.

Martinez joins Gatorade New Mexico Boys Cross Country Runners of the Year Neil Longenbaugh (2010-11, Albuquerque Academy), Kyle Pittman (2009-10, Los Alamos), Bryce Palmer (2008-09, Eldorado), and Ben Johnson (2007-08, Albuquerque Academy) as athletes who have won the cross country award since its inception in 2007.

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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