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**MERRIMACK HIGH SCHOOL STANDOUT NAMED
GATORADE® NEW HAMPSHIRE BOYS BASKETBALL PLAYER OF THE YEAR**

CHICAGO (March 22, 2012) — In its 27th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPNHS, today announced Tyler Gendron of Merrimack High School as its 2011-12 Gatorade New Hampshire Boys Basketball Player of the Year. Gendron is the first Gatorade New Hampshire Boys Basketball Player of the Year to be chosen from Merrimack 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 Gendron as New Hampshire'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, Gendron 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-4, 195-pound senior forward led the Tomahawks to a 19-6 record and the Division I state title this past season. Gendron averaged 15 points, nine rebounds, three assists and three blocks per game. Also the state's 2012 Mr. Basketball as named by the New Hampshire Basketball Coaches Organization, he scored 10 points with nine rebounds in the state title-clinching win over Manchester Central.

Gendron has maintained a 4.03 GPA in the classroom. He has volunteered locally on behalf of the youth-empowerment Leo Club, as a math tutor and youth basketball coach.

"Tyler Gendron is an excellent player and has been a contributing varsity player since he was a sophomore," said Jeff Gustavson, head coach at Londonderry High. "He has the versatility to make plays on the perimeter and in the post. When we played him he made some very tough shots to help his team win. We had to give him credit for making those shots when his team was down and they needed him."

Gendron 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.

Gendron joins recent Gatorade New Hampshire Boys Basketball Players of the Year Connor Green (2010-11, Bishop Guertin High School), Melvin Ejim (2009-10, Brewster Academy), Alex Oriakhi (2008-09, Tilton School), Emmanuel Ngedu (2007-08, Brewster Academy), and Josh Owens (2006-07, Phillips Exeter 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.

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