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**BROOKFIELD CENTRAL HIGH SCHOOL STANDOUT NAMED
GATORADE WISCONSIN BOYS TRACK & FIELD ATHLETE OF THE YEAR**

CHICAGO (June 21, 2012) — In its 27th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with ESPNHS, today announced Carl Hirsch of Brookfield Central High School as its 2011-12 Gatorade Wisconsin Boys Track & Field Athlete of the Year. Hirsch is the first Gatorade Wisconsin Boys Track & Field Athlete of the Year to be chosen from Brookfield Central 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 track, distinguishes Hirsch as Wisconsin's best high school boys track & field athlete. Now a finalist for the prestigious Gatorade National Boys Track & Field Athlete of the Year award to be announced in June, Hirsch joins an elite alumni association of state award-winners in 12 sports, including Ryan Hall (1999-01, Big Bear HS, Calif.), Meb Keflezighi (1993-94, San Diego HS, Calif.), Derek Jeter (1991-92, Kalamazoo HS, Mich.), Candace Parker (2001-02, Naperville Central HS, Ill.), Mark Sanchez (2004-05, Mission Viejo HS, Calif.) and Lolo Jones (1997-98, Roosevelt HS, Ia.).

The 6-foot-1, 145-pound junior distance runner won individual state titles in the 1600-meter run with a time of 4:08.21 and the 3200-meter run in 9:12.76 this spring, leading the Lancers to a third-place finish at the Division 1 state meet. Hirsch also anchored the 4x800-meter relay quartet to a state title in 7:40.09. A two-time First Team All-State honoree, Hirsch's state championship 1600 time ranked as the nation's No. 13 clocking among prep competitors in 2012 at the time of his selection.

Hirsch has maintained a 4.14 GPA in the classroom. A devoted member of his church community, he has volunteered locally on behalf of his school's Key Club and the Fellowship of Christian Athletes.

"Carl Hirsch will be the best distance runner we have at this school," said Brookfield Central Head Coach Mark Pulkownik. "He is a very humble athlete and an outstanding teammate."

Hirsch 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.

Hirsch joins recent Gatorade Wisconsin Boys Track & Field Athletes of the Year Ben Schreib (2010-11, Martin Luther High School), Gabe Genovesi (2009-10, Homestead), Matt Widule (2008-09, Menomonee Falls), and Paul Annear (2007-08, Richland Center) 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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