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**FAYETTEVILLE HIGH SCHOOL STANDOUT NAMED  
GATORADE® ARKANSAS FOOTBALL PLAYER OF THE YEAR**

CHICAGO (November 29, 2012) — In its 28<sup>th</sup> year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with USA TODAY High School Sports, today announced Austin Allen of Fayetteville High School as its 2012-13 Gatorade Arkansas Football Player of the Year. Allen is the second Gatorade Arkansas Football Player of the Year to be chosen from Fayetteville 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 Allen as Arkansas's best high school football player. Now a finalist for the prestigious Gatorade National Football Player of the Year award announced in December, Allen 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-2, 215-pound senior quarterback has led the Bulldogs to a 9-3 record and a berth in the Class 7A state final against Bentonville, scheduled for Nov. 30. Allen passed for 3,395 yards and 29 touchdowns through 12 games, completing 214 of 338 passes while throwing just five interceptions. He has also rushed for nine touchdowns. Allen holds the Class 7A single-season records for yards passing and touchdown passes.

Allen has maintained a 3.52 GPA in the classroom. A devoted member of his church youth group and the Fellowship of Christian Athletes, he has volunteered locally on behalf of the Special Olympics.

"Austin Allen is extremely poised in the pocket, he never seems to get rattled," said Shawn Flanigan, head coach at Rogers High. "He's got great presence, and I haven't seen a throw that he can't make."

Allen has verbally committed to play football on an athletic scholarship at the University of Arkansas beginning in the fall of 2013.

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 the Gatorade high school sports leadership team in partnership with USA TODAY High School Sports, 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.

Allen joins recent Gatorade Arkansas Football Players of the Year Fredi Knighten (2011-12, Pulaski Academy), Kiehl Frazier (2010-11, Shiloh Christian School), Michael Dyer (2009-10, 2008-09, Little Rock Christian Academy), and De'Anthony Curtis (2007-08, Camden Fairview) 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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