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Contact: Lauren Rollins (312-729-3607)

**FRUITLAND HIGH SCHOOL STANDOUT NAMED
GATORADE® IDAHO FOOTBALL PLAYER OF THE YEAR**

CHICAGO (November 29, 2012) — In its 28th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with USA TODAY High School Sports, today announced Joe Martarano of Fruitland High School as its 2012-13 Gatorade Idaho Football Player of the Year. Martarano is the first Gatorade Idaho Football Player of the Year to be chosen from Fruitland 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 Martarano as Idaho's best high school football player. Now a finalist for the prestigious Gatorade National Football Player of the Year award announced in December, Martarano 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-3, 235-pound senior linebacker and quarterback amassed 147 tackles and intercepted four passes this past season, leading the Grizzlies (11-1) to the Class 3A state championship game. Martarano completed 67 of 106 passes for 1,240 yards and 13 touchdowns, and also rushed for 551 yards and 10 TDs on 96 carries. A First Team All-State selection, he has played on state title teams in football, baseball and basketball.

Martarano has maintained a 3.42 GPA in the classroom. He has volunteered locally on behalf of youth sports camps and an elementary school literacy-outreach program.

"Defensively, he's tall, thick, strong and fast," said Troy Gleave, head coach at Payette High. "He's just a beast in the middle. It's very hard to block him or run away from him. Offensively, he has a monster arm and he never goes down on first contact."

Martarano has verbally committed to play football on an athletic scholarship at Boise State University 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.

Martarano joins recent Gatorade Idaho Football Players of the Year Chad Chalich (2011-12, Coeur d'Alene HS), Cody McCarthy (2010-11, Bishop Kelly High School), Taylor Kelly (2009-10, Eagle), Taysom Hill (2008-09, Highland High School) and Byron Hout (2007-08, Lake City) 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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