

**Contact: Adam Woullard (312-729-3627)**

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

CHICAGO (January 17, 2013) — 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 Luis Martinez of Sue Cleveland High School as its 2012-13 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 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 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-10 senior 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. The state's returning Gatorade Boys Cross Country Runner of the Year, Martinez finished third at the Nike Cross Nationals Final in 17:17. He was also third at the NXN Southwest Regional championships and captured victories at the Lobo Invitational, the Rio Rancho Jamboree, the Albuquerque Academy Invitational, the Albuquerque Metro Championships and the Los Alamos Invitational.

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

"It was a truly magical season for Luis," said Cleveland head coach Kenny Henry. "He's a gifted runner, but he ended up showing more toughness, more dedication, more sacrifice and working harder than ever to ensure the season would be a success. He is truly a special kid."

Martinez 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 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.

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 [www.gatorade.com/poy](http://www.gatorade.com/poy).

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