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**CABELL MIDLAND HIGH SCHOOL STANDOUT NAMED
GATORADE WEST VIRGINIA BOYS CROSS COUNTRY RUNNER OF THE YEAR**

CHICAGO (January 17, 2013) — 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 Jacob Burcham of Cabell Midland High School as its 2012-13 Gatorade West Virginia Boys Cross Country Runner of the Year. Burcham is the first Gatorade West Virginia Boys Cross Country Runner of the Year to be chosen from Cabell Midland 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 Burcham as West Virginia'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, Burcham 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, 153-pound senior won the Nike Cross Nationals Southeast Regional championships this past season with a time of 15:09.8. The two-time returning Gatorade West Virginia Boys Cross Country Runner of the Year, Burcham raced to his third straight Class AAA individual state championship, breaking the tape in 14:58.04 and leading the Knights to a state title as a team. He also qualified for the Nike Cross Nationals Final where he finished 84th in 18:27. Burcham becomes the first three-time Gatorade Runner of the Year in state history.

Burcham has maintained a 4.1 GPA in the classroom. A member of the National Honor Society and the vice president of his school's student body, he has volunteered locally on behalf of a nursing home and as a youth track and field coach.

"Jacob Burcham is the best distance runner that West Virginia has ever produced at the high school level," said Cabell Midland High head coach Chris Parsons. "He is the epitome of what a coach would want a runner to model. He has inspired his fellow runners to raise their own goals to higher levels."

Burcham 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.

Burcham joins Gatorade West Virginia Boys Cross Country Runners of the Year Cody Pelliccioni (2009-10 & 2008-09, Morgantown), and Ryan Beabout (2007-08, Wheeling Park) 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.

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