

Contact: Matt Schiffman (312-729-3672)

**BAY HIGH SCHOOL STANDOUT NAMED
GATORADE® MISSISSIPPI GIRLS BASKETBALL PLAYER OF THE YEAR**

CHICAGO (March 14, 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 Christa Reed of Bay High School as its 2012-13 Gatorade Mississippi Girls Basketball Player of the Year. Reed is the first Gatorade Mississippi Girls Basketball Player of the Year to be chosen from Bay 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 court, distinguishes Reed as Mississippi's best high school girls basketball player. Now a finalist for the prestigious Gatorade National Girls Basketball Player of the Year award announced in March, Reed joins an elite alumni association of past state girls basketball award-winners, including Candace Parker (2001-02, Naperville Central HS, Ill.), Diana Taurasi (1998-99 & 1999-00, Don Antonio Lugo HS, Calif.), Maya Moore (2005-06 Collins Hill HS, Ga.), Rashanda McCants (2004-05, Asheville HS, N.C.), Shyra Ely (1999-00, Ben Davis HS, Ind.) and Lisa Leslie (1988-89, Morningside HS, Calif.).

The 5-foot-11 junior guard and forward led the Lady Tigers to a 36-0 record and the Class 4A state championship this past season, Reed averaged 23.5 points, 4.8 rebounds, 3.4 assists and 3.3 steals per game while shooting at 55.1 percent from the floor inside the arc. The Class 4A Offensive Player of the Year, she scored 17 points in a 65-42 win over Pontotoc in the state final.

Reed has maintained a 4.12 GPA in the classroom. An accomplished guitarist and the president of her church youth group, she has served as a member of her school's student government organization and has volunteered locally on behalf of multiple community service initiatives in association with the National Honor Society.

"Christa Reed is an extremely good basketball player," said Nikki Smith, head coach at Poplarville High. "She has very good sense when it comes to using other players on the court. She may score a lot but she also reads the floor well and isn't afraid to pass the ball to her open teammates."

Reed will begin her 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 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.

Reed joins recent Gatorade Mississippi Girls Basketball Players of the Year Victoria Vivians (2011-12, Scott Central High School), Krista Donald (2010-11, Lake High School), Valencia McFarland (2009-10 & 2008-09, Raymond), and April Sykes (2007-08 & 2006-07, East Oktibbeha County), 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 www.gatorade.com/poy.

###