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**MERRIMACK HIGH SCHOOL STANDOUT NAMED
GATORADE® NEW HAMPSHIRE BOYS BASKETBALL PLAYER OF THE YEAR**

CHICAGO (March 21, 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 Eric Gendron of Merrimack High School as its 2012-13 Gatorade New Hampshire Boys Basketball Player of the Year. Gendron is the second Gatorade New Hampshire Boys Basketball Player of the Year to be chosen from Merrimack 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 Gendron as New Hampshire's best high school boys basketball player. Now a finalist for the prestigious Gatorade National Boys Basketball Player of the Year award to be announced in March, Gendron joins an elite alumni association of past state boys basketball award winners, including Dwight Howard (2003-04, SW Atlanta Christian Academy, Ga.), Chauncey Billups (1993-94 & 1994-95, George Washington HS, Colo.), Jason Kidd (1991-92, St. Joseph Notre Dame HS, Calif.), Paul Pierce (1994-95, Inglewood HS, Calif.) and Chris Bosh (2001-02, Lincoln HS, Texas).

The 6-foot-3, 170-pound junior guard averaged 19.7 points, eight rebounds, four assists, three steals and two blocks this past season, leading the Tomahawks (13-6) to the Division I state tournament. New Hampshire's Mr. Basketball in 2013, Gendron scored 14 points to help hand eventual Division I state champion Trinity High its only loss of the season in a 60-56 regular-season win.

Gendron has maintained a 3.86 GPA in the classroom. He has volunteered locally on behalf of the Leo Club and as a basketball coach with the Merrimack Youth Association.

"Eric Gendron has been such a huge part of all the success we had this season," said Merrimack High head coach Tim Goodridge. "He has become a true leader on and off the court and he also happens to be one of the nicest kids I have ever coached."

Gendron will begin his 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.

Gendron joins recent Gatorade New Hampshire Boys Basketball Players of the Year Tyler Gendron (2011-12, Merrimack High School), Connor Green (2010-11, Bishop Guertin High School), Melvin Ejim (2009-10, Brewster Academy), Alex Oriakhi (2008-09, Tilton School), Emmanuel Ngedu (2007-08, Brewster Academy), and Josh Owens (2006 - 07, Phillips Exeter Academy) 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.

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