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**LA CUEVA HIGH SCHOOL STANDOUT NAMED
GATORADE® NEW MEXICO 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 Bryce Alford of La Cueva High School as its 2012-13 Gatorade New Mexico Boys Basketball Player of the Year. Alford is the first Gatorade New Mexico Boys Basketball Player of the Year to be chosen from La Cueva 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 Alford as New Mexico'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, Alford 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, 175-pound senior point guard averaged 37.7 points, 8.5 rebounds, 6.4 assists and 2.6 steals this past season, leading the Bears (22-6) to the Class 5A quarterfinals. The 2012 New Mexico Sports Hall of Fame Male High School Athlete of the Year, Alford broke a 50-year-old single-season scoring record, finishing the year with 1,050 points.

Alford has maintained a 3.47 GPA in the classroom. He has volunteered locally on behalf of the Special Olympics, the Ronald McDonald House Charities and as a youth basketball coach.

"Bryce Alford is the best player I have seen in New Mexico in the last 40 years and possibly ever," said Marty Saiz, president of the Danny Granger AAU club. "He is the player I would want to take the last shot, which he did numerous times this year to help his team win. His confidence and fun-loving demeanor are qualities that make him a great leader on and off the court."

Alford has signed a National Letter of Intent to play basketball on an athletic scholarship at the University of New Mexico 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.

Alford joins recent Gatorade New Mexico Boys Basketball Players of the Year Cullen Neal (2011-12, Eldorado High School), Chris Strong (2010-11, Eldorado High School), Alex Kirk (2009-10, Los Alamos), Lucio Luttrell (2008-09, Las Cruces High School), Jeff Taylor (2007-08, Hobbs High School), and Aaron 'Gordo' Castillo (2006 - 07, Las Cruces) 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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