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**BROOKFIELD CENTRAL HIGH SCHOOL STANDOUT NAMED  
GATORADE WISCONSIN BOYS TRACK & FIELD ATHLETE OF THE YEAR**

CHICAGO (June 20, 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 Carl Hirsch of Brookfield Central High School as its 2012-13 Gatorade Wisconsin Boys Track & Field Athlete of the Year. Hirsch is the first Gatorade Wisconsin Boys Track & Field Athlete of the Year to be chosen from Brookfield Central 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 track, distinguishes Hirsch as Wisconsin's best high school boys track & field athlete. Now a finalist for the prestigious Gatorade National Boys Track & Field Athlete of the Year award to be announced in June, Hirsch joins an elite alumni association of state award-winners in 12 sports, including Ryan Hall (1999-01, Big Bear HS, Calif.), Meb Keflezighi (1993-94, San Diego HS, Calif.), Derek Jeter (1991-92, Kalamazoo HS, Mich.), Candace Parker (2001-02, Naperville Central HS, Ill.), Mark Sanchez (2004-05, Mission Viejo HS, Calif.) and Lolo Jones (1997-98, Roosevelt HS, Ia.).

The 6-foot-4, 170-pound senior distance runner won two individual state championships this spring and led the Lancers to a fourth-place finish as a team at the Division 1 state meet. Hirsch won the 1600-meter run with a time of 4:13.02 and the 3200-meter run in 9:09.72. He also earned third place in the 800-meter run in 1:53.57. Also the 2011-12 Gatorade Wisconsin Boys Track & Field Athlete of the Year, Hirsch won the 800 at the Ron Burling Invitational with a time of 1:52.90, which is ranked as the nation's No. 92 mark by a prep competitor in 2013 at the time of his selection.

Hirsch has maintained a 4.0 GPA in the classroom. A devoted member of his church community, he has volunteered locally on behalf of his school's Key Club and the Fellowship of Christian Athletes.

"Carl Hirsch has a work ethic like no other," said Brookfield Central High head coach Mark Pulkownik. "His mileage has reached up to 75 miles per week. Beyond that, he is a leader in the classroom as well as the track team."

Hirsch has signed a National Letter of Intent to compete in track and field on an athletic scholarship at the University of Wisconsin 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.

Hirsch joins Gatorade Wisconsin Boys Track & Field Athletes of the Year Ben Schreib (2010-11, Martin Luther High School), Gabe Genovesi (2009-10, Homestead), Matt Widule (2008-09, Menomonee Falls), and Paul Annear (2007-08 & 2006-7, Richland Center) 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](http://www.gatorade.com/poy).

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