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**VALLEY HIGH SCHOOL STANDOUT NAMED
GATORADE® NEW MEXICO FOOTBALL PLAYER OF THE YEAR**

CHICAGO (December 5, 2013) — In its 29th year of honoring the nation's best high school athletes, The Gatorade Company, in collaboration with USA TODAY High School Sports, today announced Bo Coleman of Valley High School as its 2013-14 Gatorade New Mexico Football Player of the Year. Coleman is the first Gatorade New Mexico Football Player of the Year to be chosen from Valley 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 field, distinguishes Coleman as New Mexico's best high school football player. Now a finalist for the prestigious Gatorade National Football Player of the Year award announced in December, Coleman joins an elite alumni association of past state award-winners in 12 sports, including Mark Sanchez (2004-05, Mission Viejo HS, Calif.), Wes Welker (1999-00, Heritage Hall HS, Okla.), Terrell Suggs (1999-00, Hamilton HS, Ariz.), Anquan Boldin (1998-99, Pahokee HS, Fla.) and Jerome Bettis (1989-90, Mackenzie HS, Mich.).

The 6-foot, 170-pound senior quarterback threw for 2,734 yards and 39 touchdowns on 134-of-237 passing with just eight interceptions this past season, leading the Vikings (11-1) to the Class 5A state semifinals. Coleman also rushed for 1,003 yards and 11 scores on 106 carries, leading Valley to only its second perfect regular season in 59 years.

Coleman has maintained a weighted 3.35 GPA in the classroom. He has volunteered locally at a homeless shelter and food bank, as a youth coach and as part of multiple community service initiatives in association with his church youth group.

"Bo has had a great season," said Ron McMath, head coach of West Mesa High. "He is a dual-threat quarterback who is a threat to score every play. He makes fantastic decisions with the ball every time."

Coleman 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.

Coleman joins recent Gatorade New Mexico Football Players of the Year Kamal Cass (2012-2013, Clovis High School), Cole Gautsche (2011-12, Cleveland High School), Ryan Trujillo (2010-11, Manzano High School), Ronnie Daniels (2009-10, La Cueva), Troy Harris (2008-09, Rio Rancho High School) and Landry Jones (2007-08, Artesia) 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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