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**KIMBERLY HIGH SCHOOL STUDENT-ATHLETE NAMED
GATORADE WISCONSIN FOOTBALL PLAYER OF THE YEAR**

CHICAGO (December 12, 2016) — In its 32nd year of honoring the nation's best high school athletes, The Gatorade Company, today announced Danny Vanden Boom of Kimberly High School as its 2016-17 Gatorade Wisconsin Football Player of the Year. Vanden Boom is the first Gatorade Wisconsin Football Player of the Year to be chosen from Kimberly 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 Vanden Boom as Wisconsin's best high school football player. Now a finalist for the prestigious Gatorade National Football Player of the Year award to be announced in December, Collins joins an elite alumni association of state award-winners in 12 sports, including Anquan Boldin (1998-99, Pahokee HS, Fla.), Greg Olsen (2002-03, Wayne Hills HS, N.J.), Matthew Stafford (2005-06 Highland Park HS, Texas), Harrison Smith (2006-07 Knoxville Catholic High School, Tenn.), Latavius Murray (2007-08, Onondaga HS, N.Y.), Brock Osweiler (2008-09, Flathead High School, Mont.) and Leonard Fournette (2012-13, 2014-15, St. Augustine HS, La.)

The 6-foot-5, 195-pound senior quarterback led the Papermakers to a 14-0 record and a fourth-straight Division I state championship this past season. Vanden Boom completed 146-of-218 passes for 2,366 yards and 31 touchdowns against just five interceptions as Kimberly extended its win streak to a state-record 56 games. An Honorable Mention All-State selection as a junior when he passed for 25 touchdowns with no interceptions, he concluded his prep football career with a 28-0 record as a starter.

Vanden Boom has maintained a weighted 4.25 GPA in the classroom. A student council representative at Kimberly High, he has volunteered locally as a reader at his church and as a youth football, basketball and baseball coach.

"Danny is an outstanding quarterback," said Jason Foster, head coach of Wausau West High. "He rarely makes a mistake and his leadership and management of that team is pretty amazing."

Vanden Boom will attend the University of Wisconsin, where he will walk on to the football team, in the fall of 2017.

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 Player of the Year Selection Committee, 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.

Vanden Boom joins recent Gatorade Wisconsin Football Players of the Year Ben Bredeson (2015-16, Arrowhead High School), Alec Ingold (2014-15, Bay Port High School), Matt Ferris (2013-14, Xavier High School), Tarek Yaeggi (2012-13, Watertown High School), Vince Biegel (2011-12, Lincoln High School), Melvin Gordon (2010-11, Bradford High School), and Eric Oertel (2009-10, Racine Lutheran High School) among the state's list of former award winners.

As a Gatorade Player of the Year, Vanden Boom will be able to select a national or local youth sports organization to receive a grant as part of the Gatorade Play It Forward program. Every Gatorade Player of the Year state winner receives a \$1,000 grant to donate and will have the opportunity to enter for an additional \$10,000 spotlight grant by writing a brief essay explaining why their selected organization deserves additional support. 12 spotlight grants - one for each sport - will be announced throughout the year.

To keep up to date on the latest happenings, become a fan of Gatorade Player of the Year on Facebook and follow the conversation on Twitter #GatoradePOY. 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.