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**ROSWELL HIGH SCHOOL STUDENT-ATHLETE NAMED  
GATORADE® NEW MEXICO GIRLS BASKETBALL PLAYER OF THE YEAR**

**CHICAGO** (March 13, 2017) — In its 32<sup>nd</sup> year of honoring the nation's best high school athletes, The Gatorade Company, today announced **Jaedyn De La Cerda of Roswell High School** as its **2016-17 Gatorade New Mexico Girls Basketball Player of the Year**. De La Cerda is the first Gatorade New Mexico Girls Basketball Player of the Year to be chosen from Roswell 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 De La Cerda as New Mexico's best high school girls basketball player. Now a finalist for the prestigious Gatorade National Girls Basketball Player of the Year award announced in March, De La Cerda joins an elite alumni association of past state girls basketball award-winners, including Maya Moore (2005-06, Collins Hill HS, Ga.), Rashanda McCants (2004-05, Asheville HS, N.C.), Candace Parker (2001-02, Naperville Central HS, Ill.), Diana Taurasi (1998-99 & 1999-00, Don Antonio Lugo HS, Calif.), Shyra Ely (1999-00, Ben Davis HS, Ind.) and Lisa Leslie (1988-89, Morningside HS, Calif.).

The 5-foot-6 senior guard led the Coyotes to a 24-6 record and the semifinals of the Class 5A state tournament this past season. De La Cerda averaged 23.6 points, 5.9 rebounds, 3.1 assists and 2.8 steals. A First Team All-State selection, she has also earned District MVP honors three times.

De La Cerda has raised funds to benefit cancer awareness and has volunteered locally on behalf of youth sports programs and an elementary school reading initiative. "De La Cerda is an outstanding shooter who also sees the floor well and makes all her teammates better," said Joey Carpenter, head coach at Hobbs High. "She has the ball in her hands most of the time and she can really control a basketball game."

De La Cerda has maintained a 3.34 GPA in the classroom. She has signed a National Letter of Intent to play basketball on 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 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.

De La Cerda joins recent Gatorade New Mexico Girls Basketball Players of the Year Amaya Brown (2015-16, Cibola High School), Danni Williams (2014-15, 2013-14 & 2012-13, Clovis High School), Gina Okoye (2011-12, Eldorado High School), Justina Prairie Chief (2010-11, Gallup High School), Kya DeGarmo (2009-10, Eldorado High School), Megan Muniz (2008-09, Rio Rancho High School), Brenna Freeze (2007-08, La Cueva High School), and Madison Spence (2006-07, Mayfield High School) among the state's list of former award winners.

As a Gatorade Player of the Year, Jaedyn 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 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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