

TAYLORSVILLE HIGH SCHOOL STUDENT-ATHLETE NAMED GATORADE MISSISSIPPI FOOTBALL PLAYER OF THE YEAR

CHICAGO (December 6, 2019) — In its 35th year of honoring the nation's best high school athletes, The Gatorade Company today announced **Ty Keyes of Taylorsville High School** as its **2019-20 Gatorade Mississippi Football Player of the Year**. Keyes is the second Gatorade Mississippi Football Player of the Year to be chosen from Taylorsville 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 Keyes as Mississippi'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, Keyes joins an elite group of past state football award-winners, including Emmitt Smith (1986-87, Escambia High School, Fla.), Matthew Stafford (2005-06 Highland Park High School, Texas) and Christian McCaffrey (2012-13, 2013-14, Valor Christian High School, Colo.).

At the time of his selection, the 6-foot-2, 200-pound junior quarterback had led the Tartars to a 14-1 record and a berth in the Class 2A state championship game. Keyes passed for 3,597 yards and 41 touchdowns, adding 350 yards rushing and three scores through 15 games. A two-time Class 2A Mr. Football winner, he entered the state final with career numbers of 11,895 passing yards and 125 touchdowns.

Keyes has maintained a B average in the classroom and has volunteered locally at the Boys and Girls Club of Covington County. He has also donated his time to multiple community service activities through his church youth group. "Ty has an outstanding arm and field presence," said Brad Breland, head coach of Union High. "He can make any throw on the field, whether it needs to be thrown with touch or a dart. What makes him even more dangerous is his ability to run the ball."

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 and field, and awards one National Player of the Year in each sport. From the 12 national winners, one male and one female athlete are each named Gatorade High School Athlete of the Year. In all, 607 athletes are honored each year.

Keyes joins recent Gatorade Mississippi Football Players of the Year Nakobe Dean (2018-19, Horn Lake High School), Tony Brown (2017-18, East Central High School), Cam Akers (2016-17, Clinton High School), Jack Abraham (2015-16, Oxford High School) and Darrell Henderson (2014-15, South Panola High School), among the state's list of former award winners.

As a part of Gatorade's cause marketing platform "Play it Forward," Keyes has the opportunity to award a \$1,000 grant to a local or national youth sports organization of his choosing. He is also eligible to submit an essay to win one of twelve \$10,000 spotlight grants for the organization of choice, which will be announced throughout the year.

Since the program's inception in 1985, Gatorade Player of the Year award recipients have won hundreds of professional and college championships, and many have also turned into pillars in their communities, becoming coaches, business owners and educators.

To learn more about the Gatorade Player of the Year program, check out past winners or to nominate student-athletes, visit www.Gatorade.com/POY, on Facebook at www.facebook.com/GatoradePOY or follow us on Twitter at www.twitter.com/Gatorade.

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