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**GALE-ETTRICK-TREMPEALEAU HIGH SCHOOL STUDENT-ATHLETE NAMED
GATORADE WISCONSIN GIRLS CROSS COUNTRY RUNNER OF THE YEAR**

CHICAGO (January 29, 2018) — In its 33rd year of honoring the nation's best high school athletes, The Gatorade Company, today announced Dana Feyen of Gale-Ettrick-Trempealeau High School as its 2017-18 Gatorade Wisconsin Girls Cross Country Runner of the Year. Feyen is the first Gatorade Wisconsin Girls Cross Country Runner of the Year to be chosen from Gale-Ettrick-Trempealeau 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 racecourse, distinguishes Feyen as Wisconsin's best high school girls cross country runner. Now a finalist for the prestigious Gatorade National Girls Cross Country Runner of the Year award to be announced in January, Feyen joins an elite alumni association of past state award-winners in 12 sports, including Lukas Verzbicas (2010-11, 2009-10 Carl Sandburg, Orland Park, Ill.), Megan Goethals (2009-10, Rochester, Rochester Hills, Mich.), Jordan Hasay (2008-09, Mission College Prep., San Luis Obispo, Calif.) and Chris Derrick (2007-08, Neuqua Valley, Naperville, Ill.).

The 5-foot-1 junior won her second-straight Division 2 state meet this past season with a time of 18:39.7, breaking the tape 13.2 seconds ahead of her next-closest competitor. Feyen also finished 11th at the Nike Cross Nationals Heartland Regional championships and placed 17th at the Foot Locker Midwest Regional championships. She won six of nine races on the season and did not lose to an in-state competitor.

The vice president of her class, Feyen has volunteered locally as part of multiple community-service projects through her church youth group. "Dana Feyen is that once-in-a-lifetime runner that every coach dreams about," said Dean Knetter, head coach of Wisconsin Dells High. "Her physical talents are obvious, but her inner determination is what sets her apart from her competition."

Feyen has maintained a 4.0 GPA in the classroom. She will begin her senior year of high school 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.

Feyen joins Gatorade Wisconsin Girls Cross Country Runners of the Year Meghan Scott (2016-17, Divine Savior Holy Angels High School), Aubrey Roberts (2015-16, Memorial High School), Annie Frisbie (2014-15, River Falls High School), Elizabeth Flatley (2013-14, Brookfield Central High School), Andrea Ostenso (2012-13, Ladysmith High School), Molly Seidel (2011-12, University Lake School), Allison Woodward (2010-11, Notre Dame de la Baie Academy), Marya Haegler (2009-10, Winnebago Lutheran Academy), Morgan Sickels (2008-09, Catholic Memorial High School), and Ashley Beutler (2007-08, New Glarus High School) as athletes who have won the cross country award since its inception in 2007.

As a Gatorade Player of the Year, Feyen 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 <http://playeroftheyear.gatorade.com/>.

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