

## **PINSON VALLEY HIGH SCHOOL STUDENT-ATHLETE NAMED GATORADE ALABAMA BOYS FOOTBALL PLAYER OF THE YEAR**

**CHICAGO** (December 6, 2018) — In its 34<sup>th</sup> year of honoring the nation's best high school athletes, The Gatorade Company, today announced **Bo Nix of Pinson Valley High School** as its **2018-19 Gatorade Alabama Football Player of the Year**. Nix is the first Gatorade Alabama Football Player of the Year to be chosen from Pinson 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 Nix as Alabama'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, Nix joins an elite alumni association of state award-winners in 12 sports, including Emmitt Smith (1986-87, Escambia High School, Fla.), Matthew Stafford (2005-06 Highland Park HS, Texas) and Christian McCaffrey (2012-13, 2013-14, Valor Christian High School, Colo.).

The 6-foot-3, 210-pound senior quarterback had led the Indians to a 12-1 record and a berth in the Class 6A state championship game against Saraland High at the time of his selection. Nix passed for 3,496 yards and 48 touchdowns through 13 games, while rushing for 351 yards and six scores. A three-time All-State selection, Nix already owns the Alabama high school record with 12,133 yards of total offense entering the final game of his prep career, including 10,087 yards passing and 125 touchdowns.

Nix has participated in two service-mission trips to the Dominican Republic and he has volunteered locally with multiple community service initiatives through the Pinson Valley National Honor Society. "Bo is the best quarterback I have ever coached against," said Ryan Herring, head coach of Oxford High. "There is not a close second as far as quarterbacks that I have ever faced. He is a leader on and off the field."

Nix has maintained a weighted 4.14 GPA in the classroom and represents one of the state's top academic candidates in meeting the Gatorade award's broad criteria. He has verbally committed to play football on an athletic scholarship at Auburn University in the fall of 2019.

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. 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.

Nix joins recent Gatorade Alabama Football Players of the Year Asa Martin (2017-18, Austin High School), Jaylond Adams (2016-17, Minor High School), Ty Pigrome (2015-16, Clay-Chalkville High School), Kerryon Johnson (2014-15, Madison Academy), and Racean 'Roc' Thomas (2013-14, Oxford High School) among the state's list of former award winners.

As a part of Gatorade's cause marketing platform "Play it Forward," Nix 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](http://www.Gatorade.com/POY), on Facebook at [www.facebook.com/GatoradePOY](http://www.facebook.com/GatoradePOY) or follow us on Twitter at [www.twitter.com/Gatorade](http://www.twitter.com/Gatorade).