

## JOHN HARDIN HIGH SCHOOL STUDENT-ATHLETE NAMED GATORADE® KENTUCKY BOYS BASKETBALL PLAYER OF THE YEAR

**CHICAGO** (March 26, 2020) — In its 35<sup>th</sup> year of honoring the nation's best high school athletes, The Gatorade Company, today announced **Alex Matthews of John Hardin High School** as its **2019-20 Gatorade Kentucky Boys Basketball Player of the Year**. Matthews is the first Gatorade Kentucky Boys Basketball Player of the Year to be chosen from John Hardin 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 Matthews as Kentucky's best high school boys basketball player. Now a finalist for the prestigious Gatorade National Boys Basketball Player of the Year award, Matthews joins an elite alumni association of past state boys basketball award winners, including Karl-Anthony Towns (2012-13 & 2013-14, St. Joseph High School, N.J.), Dwight Howard (2003-04, Southwest Atlanta Christian Academy, Ga.), Chris Bosh (2001-02, Lincoln High School, Texas), Paul Pierce (1994-95, Inglewood High School, Calif.), Chauncey Billups (1993-94 & 1994-95, George Washington High School, Colo.) and Jason Kidd (1991-92, St. Joseph Notre Dame High School, Calif.).

The 6-foot-5, 210-pound senior guard and forward averaged 23.0 points, 10.6 rebounds, 3.3 assists and 1.6 steals per game this past season, leading the Bulldogs (30-4) to the 5th Region Tournament semifinals. Also the 5th Region Player of the Year, Matthews has twice been named MVP of the in-season Class 2A state tournament. He concluded his prep basketball career with 1,746 points and 1,101 rebounds.

Matthews has volunteered locally at a senior center and as a youth basketball coach. "Alex does it all for them," said Mike Cofer, head coach of North Hardin High. "He rebounds, takes it to the rim and shoots it well from the outside. He is a matchup nightmare."

Matthews has maintained a B average in the classroom. He remains undecided upon a collegiate destination.

Matthews joins Gatorade Kentucky Boys Basketball Players of the Year Isaiah Cozart (2018-19, Madison Central High School), CJ Fredrick (2017-18, Covington Catholic High School), Taveion Hollingsworth (2016-17, Paul Laurence Dunbar High School), Quentin Goodin (2015-16, Taylor County High School), and Camron Justice (2014-15, Knott County Central High School) among the state's list of former award winners.

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.

The 2019-2020 Gatorade National Boys Basketball Player of the Year announcement has been temporarily postponed due to the Coronavirus pandemic. To ensure the safety of everyone involved, The Gatorade Company will follow the guidance of experts and health officials as it determines the appropriate time to announce this year's winner.

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

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