

**GOODING HIGH SCHOOL STUDENT-ATHLETE NAMED  
GATORADE IDAHO FOOTBALL PLAYER OF THE YEAR**

**CHICAGO** (December 7, 2021) — In its 37<sup>th</sup> year of honoring the nation's best high school athletes, Gatorade today announced **Colston Loveland of Gooding High School** is the **2021-22 Gatorade Idaho Football Player of the Year**. Loveland is the first Gatorade Idaho Football Player of the Year to be chosen from Gooding 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 Loveland as Idaho'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, Loveland joins an elite alumni association of state 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.).

The 6-foot-5, 240-pound senior tight end and linebacker caught 62 passes for 968 yards and 14 touchdowns this past season, leading the Senators (9-1) to the Class 3A semifinals. Loveland rushed for 352 yards and four touchdowns on 33 carries, and also recorded 57 tackles, 18 tackles for a loss, 5.5 sacks and two interceptions on defense. He is an All-State and an All-Southern Idaho Conference selection.

Loveland has volunteered locally on behalf of the Family, Career and Community Leaders of America (FCCLA). "Colston Loveland is a game-changer on both the offensive and defensive sides of the ball," said Justin Brandsma, head coach at Filer High School. "He has a great combination of size, strength, speed and football knowledge. He's a dominating presence all over the field."

Loveland has maintained a 3.76 GPA in the classroom. He has signed a National Letter of Intent to play football on scholarship at the University of Michigan next 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 leverages experts including coaches, scouts, media and others as sources to help evaluate and determine the state winners in each sport.

Loveland joins recent Gatorade Idaho Football Players of the Year Ben Ford (2020-21, Eagle High School), Austin Bolt (2019-20, Borah High School), Keegan Duncan (2018-19, Declo High School), and Tommy Togiati (2017-18, Highland High School), among the state's list of former award winners.

Gatorade has a long-standing history of serving athlete communities and understands how sports instill valuable lifelong skills on and off the field. Through Gatorade's "Play it Forward" platform, Loveland has the opportunity to award a \$1,000 grant to a local or national organization of their choosing that helps young athletes realize the benefits of playing sports. Loveland is also eligible to submit a short video explaining why the organization they chose is deserving of one of twelve \$10,000 spotlight grants, which will be announced throughout the year. To date, Gatorade Player of the Year winners' grants have totaled more than \$3.5 million across more than 1,300 organizations.

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 [playeroftheyear.gatorade.com](http://playeroftheyear.gatorade.com) or follow us on social media on Facebook at [facebook.com/GatoradePOY](https://facebook.com/GatoradePOY), Instagram at [instagram.com/Gatorade](https://instagram.com/Gatorade) and Twitter at [twitter.com/Gatorade](https://twitter.com/Gatorade).