

**LAS CRUCES HIGH SCHOOL STUDENT-ATHLETE NAMED
GATORADE NEW MEXICO VOLLEYBALL PLAYER OF THE YEAR**

CHICAGO (January 8, 2024) — In its 39th year of honoring the nation’s most elite high school athletes, Gatorade today announced **Addison Massey** of **Las Cruces High School** is the **2023-24 Gatorade New Mexico Volleyball Player of the Year**. Massey is the seventh Gatorade New Mexico Volleyball Player of the Year to be chosen from Las Cruces High School.

The award, which celebrates the nation’s top high school athletes for excellence on the court, in the classroom and in the community, distinguishes Massey as New Mexico’s best high school volleyball player. From CEOs and coaches to star athletes, Gatorade Player of the Year winners showcase the power of sport, touting an all-star group of alumni that includes Harper Murray (2022-23, Skyline High School, Mich.), Kerri Walsh Jennings (1995-96, Archbishop Mitty High School, Calif.) and April Ross (1999-00, Newport Harbor High School, Calif.).

The 6-foot sophomore outside hitter led the Bulldawgs to a 26-2 record and the Class 5A state championship this past season. Massey recorded 450 kills and 249 digs, including 22 kills and 12 digs in the Bulldawgs’ 3-1 win over Cibola High in the state final. She also compiled 60 service aces, 28 blocks and 22 assists while posting a .455 kill percentage and a .299 hitting percentage to earn Class 5A First Team All-State honors.

Massey has volunteered locally as a youth volleyball coach, and she has donated her time to multiple community service initiatives through her church. “Teams had to game-plan for Addison, and even when you had a game plan she would still find a way to execute,” said Christina Norton, head coach of Cibola High School. “She took 50-plus swings a game both from the front and back row, and was hard to stop.”

Massey, who is home-schooled, has maintained a 4.0 GPA in the classroom. She will begin her junior 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 leverages experts including coaches, scouts, media and others as sources to help evaluate and determine the state winners in each sport.

Massey joins recent Gatorade New Mexico Volleyball Players of the Year Tess Fuqua (2022-23 & 2021-22, Centennial High School), Sidney McIntosh (2020-21, La Cueva High School) and Mariana Sharp (2019-20, La Cueva High School), among the state’s list of former award winners.

As part of Gatorade’s commitment to breaking down barriers in sport, every Player of the Year also receives a grant to donate to a social impact partner. To date, Gatorade Player of the Year winners’ grants have totaled more than \$4.9 million across more than 1,600 organizations.

To learn more about the Gatorade Player of the Year program, check out past winners or to nominate student-athletes, visit playeroftheyear.gatorade.com or follow us on social media on Facebook at facebook.com/GatoradePOY, Instagram at instagram.com/Gatorade and Twitter at twitter.com/Gatorade.

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