

**INGOMAR HIGH SCHOOL STUDENT-ATHLETE NAMED
GATORADE MISSISSIPPI GIRLS BASKETBALL PLAYER OF THE YEAR**

CHICAGO (March 14, 2024) — In its 39th year of honoring the nation's most elite high school athletes, Gatorade today announced **Macie Phifer** of **Ingomar High School** is the **2023-24 Gatorade Mississippi Girls Basketball Player of the Year**. Phifer is the first Gatorade Mississippi Girls Basketball Player of the Year to be chosen from Ingomar 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 Phifer as Mississippi's best high school girls basketball 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 Candace Parker (2003-04, 2002-03 & 2001-02, Naperville Central High School, Ill.), Paige Bueckers (2017-18, Hopkins High School, Minn.) and Juju Watkins (2022-23 & 2021-22, Sierra Canyon School, Calif.).

The 5-foot-11 junior wing averaged 20.1 points and 6.1 rebounds per game this past season while leading the Falcons (32-4) to the Class 2A state championship. Named 2A Miss Basketball, Phifer recorded 25 points, 14 rebounds and eight blocks in the state final. With more than 2,500 points in her prep career, she is already the leading scorer in program history.

A member of the Fellowship of Christian Athletes, Phifer has volunteered locally on behalf of the Special Olympics and has donated her time gathering Christmas gifts for patients at St. Jude's Children's Hospital. She also has participated in the Ingomar food drive. "Macie is the catalyst of their team," said Kyle Heard, head coach at Pontotoc High School. "She's a great high school player and will have a solid Division I [college] career if she chooses to do that. Great attitude and sportsmanship."

Phifer has maintained a 4.04 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 leverages experts including coaches, scouts, media and others as sources to help evaluate and determine the state winners in each sport.

Phifer joins recent Gatorade Mississippi Girls Basketball Players of the Year Madison Booker (2022-23 & 2020-21, Germantown High School), Debreasha Powe (2021-22, Meridian High School) and Jacorriah Bracey (2019-20, Thomas E. Edwards 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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