

**LA CUEVA HIGH SCHOOL STUDENT-ATHLETE NAMED
GATORADE NEW MEXICO FOOTBALL PLAYER OF THE YEAR**

CHICAGO (December 6, 2024) — In its 40th year of honoring the nation’s most elite high school athletes, Gatorade today announced **Cameron Dyer** of **La Cueva High School** is the **2024-25 Gatorade New Mexico Football Player of the Year**. Dyer is the fourth Gatorade New Mexico Football Player of the Year to be chosen from La Cueva High School.

Gatorade Player of the Year is the top honor in high school sports, celebrating the nation’s best high school athletes for their success on the field, in the classroom and in the community. The award distinguishes Dyer as New Mexico’s best high school football player, and he joins an impressive group of alumni that spans CEOs, coaches and star athletes such as Emmitt Smith (1986-87, Escambia High School, Fl.), Peyton Manning (1993-94, Isidore Newman School, La.) and DJ Lagway (2023-24, Willis High School, Texas).

The state’s returning Gatorade Player of the Year, the 6-foot-4, 185-pound senior quarterback passed for 2,446 yards and 31 touchdowns this past season, leading the Bears (12-1) to the Class 6A state championship game. Dyer also rushed for 1,396 yards and 20 scores, averaging 11.5 yards per carry. He is a three-time Class 6A First Team All-State selection.

Dyer has volunteered locally with Saranam, an organization that works with families experiencing homelessness. He has also donated his time on behalf of the Special Olympics. “Dyer’s ability to create plays with his legs is next level,” said Chad Adcox, head coach of Sandia High School. “He’s one of the best athletes I’ve seen in New Mexico in the last 20 years.”

Dyer has maintained a weighted 3.66 GPA in the classroom. At the time of his selection, he had made a verbal commitment to receive athletic aid to play football at Arizona State University next fall.

The [Gatorade Player of the Year](#) program annually recognizes one winner in the District of Columbia and each of the 50 states across 12 different high school sports - 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.

Two-time winner Dyer joins recent Gatorade New Mexico Football Players of the Year Evan Wysong (2022-23, Cleveland High School), Zach Vigil (2021-22, Rio Rancho High School) and Luke Wysong (2020-21, Cleveland 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, the Gatorade Player of the Year program has provided more than \$5.6 million in grants to winners across more than 2,000 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 Instagram at [instagram.com/Gatorade](https://www.instagram.com/Gatorade), Facebook at [facebook.com/GatoradePOY](https://www.facebook.com/GatoradePOY) and X(Twitter) at x.com/Gatorade.

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