

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

CHICAGO (January 9, 2025) — In its 40th year of honoring the nation’s most elite high school athletes, Gatorade today announced **Addison Massey of Las Cruces High School** is the **2024-25 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.

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 court, in the classroom and in the community. The award distinguishes Massey as New Mexico’s best high school volleyball player, and she joins an impressive group of alumni that spans CEOs, coaches and star athletes such as April Ross (1999-00, Newport Harbor High School, Ca.), Kerri Walsh Jennings (1995-96, Archbishop Mitty High School, Ca.) and Ayden Ames (2023-24, Prosper High School, Texas).

The state’s returning Gatorade Player of the Year, the 6-foot junior outside hitter led the Bulldawgs to a 27-0 record and a second straight Class 5A state championship this past season. Massey amassed 516 kills and 246 digs, including a 16-kill, 11-dig effort in the Bulldawgs’ 3-0 win over La Cueva High School in the state final. She also recorded 49 assists and 48 service aces while posting a .534 kill percentage and a .391 hitting percentage on the year, earning Class 5A First Team All-State honors for a second time.

Massey has volunteered locally as a youth volleyball coach and has donated her time to multiple community service initiatives through her church. “Addison is just a phenomenal volleyball player,” said Tanya Sanchez, head coach of Los Lunas High School. “She is well-rounded and could probably play any position on the court. She is very versatile and is just unstoppable on the court.”

Massey, who is home-schooled, has maintained a 4.0 GPA in the classroom. She has made a verbal commitment to receive athletic aid to play volleyball at Kansas State University beginning in the fall of 2026.

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 Massey joins recent Gatorade New Mexico Volleyball Players of the Year Tess Fuqua (2022-23 & 2021-22, Centennial High School) and Sidney McIntosh (2020-21, 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, 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.