

**ARROWHEAD HIGH SCHOOL STUDENT-ATHLETE NAMED  
GATORADE WISCONSIN GIRLS BASKETBALL PLAYER OF THE YEAR**

**CHICAGO** (March 13, 2025) — In its 40<sup>th</sup> year of honoring the nation’s most elite high school athletes, Gatorade today announced **Natalie Kussow** of **Arrowhead High School** is the **2024-25 Gatorade Wisconsin Girls Basketball Player of the Year**. Kussow is the first Gatorade Wisconsin Girls Basketball Player of the Year to be chosen from Arrowhead 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 Kussow as Wisconsin’s best high school girls basketball player and she joins an impressive group of alumni that spans CEOs, coaches and star athletes such as Candace Parker (2002-03 & 2003-04, Naperville Central High School, Illinois), Paige Bueckers (2019-20, Hopkins High School, Minnesota) and Joyce Edwards (2023-24, Camden High School, South Carolina).

At the time of her selection, the 5-foot-11 junior guard had led the Warhawks to a 25-3 record and a berth in the Division 1 state quarterfinals. Kussow averaged 26.7 points, 9.9 rebounds, 3.8 steals, 3.0 assists and 1.0 blocks through 28 games. The 2024 Milwaukee Journal Sentinel Player of the Year for Southeast Wisconsin, Kussow is ranked as the nation’s No. 16 recruit in the Class of 2026 by espnW. She entered the state quarterfinals with 1,964 points in her prep basketball career.

Kussow has volunteered locally with Journey21, a community for adults with learning disabilities. She has also donated her time singing at nursing homes and as a youth basketball coach. “No doubt, Natalie is a special player,” said Erik Loose, head coach of Muskego High School. “She has a very high basketball IQ, great instincts and can score at all three levels. As much game-planning as possible may be able to limit her scoring—if you’re lucky—but it’s nearly impossible to prevent her from impacting the game in multiple ways.”

Kussow has maintained a 4.0 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 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.

Kussow joins recent Gatorade Wisconsin Girls Basketball Players of the Year Allie Ziebell (2023-24 & 2022-23, Neenah High School) and Kamorea Arnold (2021-22 & 2020-21, Germantown 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](http://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](https://x.com/Gatorade).