

I am
potential.



"SOME PEOPLE TELL ME WHAT I CAN'T DO. I SHOW THEM WHAT I CAN DO. I HAVE THE POTENTIAL TO DO ANYTHING. I JUST NEED PEOPLE TO BELIEVE IN ME. SOMETIMES THAT'S THE HARDEST THING."

Let's unlock each kid's boundless potential, on the ice and off. The American Development Model (ADM) provides age-appropriate guidelines and curriculum to hockey associations across America to help more kids play, love and excel at hockey. Learn more at admkids.com.



A BRIGHTER FUTURE FOR ALL