



I am potential.

"SOME DAYS I WANT TO BE A HOCKEY PLAYER. SOME DAYS I WANT TO BE AN ASTRONAUT. I CAN BE ANYTHING. MAYBE I'LL BE THE FIRST GIRL TO PLAY HOCKEY ON MARS. NEVER SAY NEVER."

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