



# PLAYER PROFILE

## *M4K Success Story*



Every hockey player has a "Day One." For one of our standout athletes, Day One looked a little different than the highlight reels you see today. At seven years old, he joined Made 4 Kids Hockey Training (M4K) as a recreational league player who could barely stand up on his skates. Watching him glide effortlessly today, it's hard to imagine those early stumbles—but his journey is the perfect blueprint for how elite players are built from the ground up.

From age seven to fourteen, this player worked closely with our team, focusing on the philosophy that flashy plays are impossible without a rock-solid foundation.

So how does Made4Kids help hockey players?

His transformation was fuelled by the perfect balance of technical analysis and physical preparation. Coach Dave spearheaded his on-ice development, using video analysis to break down the mechanics of skating and puck control. By providing age-appropriate feedback in a way that was easy to digest, the player could watch his own movements on repeat, bridging the gap between "knowing" and "doing." While his skills sharpened on the ice, Coach Elizabeth ensured his muscles were prepared for the demands of the game. She designed a long-term physical roadmap, providing in-season mobility work to keep him agile and off-season strength and conditioning to build explosive power.

Everyone sees the difference that Made4Kids Hockey Training makes.

The true testament to this seven-year investment came when he moved on to a specialist trainer for teen and junior prospects. The trainer was stunned. While most teenagers spend their first year in a gym just learning how to move correctly, this player arrived with a motor function and a level of conditioning that put him years ahead of his peers. Now, our player is lifting 315 pounds at the trap bar, benching 125 pounds, and squatting 245 pounds; and he won't stop there.

On ice, the dedicated training is paying off too. He is constantly praised for his speed, and edge work by coaches and trainers alike. He has been the MVP of multiple tournaments, and showcases over the past few years, and is being relied on heavily by coaches in critical moments of his important games.

Where is he headed after years of training with Made4Kids?

The junior hockey camp invites keep on coming, and the sky is the limit because of the training, hard work, dedication, and talent that this player displayed over his years of working with M4K.

Where could Made4Kids take your player?