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American Special Hockey Association Unveils New Strategic Plan, Logo, Website, Board, and Launches Alliance with National Hockey League *ASHA to Increase its Impact on Children and Adults with Special Needs*

The American Special Hockey Association (ASHA) – which serves individuals with intellectual and developmental disabilities through the sport of hockey – today announced a five-year strategic plan to increase its reach and impact on children and adults across the U.S.

In conjunction with that plan, ASHA also unveiled a new logo; launched a redesigned www.specialhockey.org, and named new [Board of Directors](#) and strengthened its relationship with the National Hockey League (NHL) to support inclusion efforts across the sport.

These advancements represent the spirit, diversity and authenticity of all ASHA athletes, families, and volunteers. The strategic plan focuses on five key areas:

- **Engagement:** Expand ASHA's reach and awareness to showcase the value of special hockey
- **Programming:** Deliver scalable programming to help ASHA teams continue to succeed/grow
- **Operations:** Strengthen ASHA's infrastructure through innovative resources and technology
- **Expansion:** Grow responsibly by consistently delivering ASHA's mission and purpose
- **Capital:** Build revenue to achieve mission, increase outreach and sustain program quality



“Special hockey is the purest form of the game,” said Jen O’Brien, ASHA Executive Director. “Our athletes embody the hope and optimism the sport brings to people around the world. Today, ASHA takes several critical steps forward in helping to make the game more diverse, accessible, and inclusive for all who believe that hockey knows no boundaries.”

“It’s important that individuals with intellectual and developmental disabilities have the same opportunities to access the game of hockey as everyone else,” said Kim Davis, NHL Senior Executive Vice President, Social Impact, Growth Initiatives & Legislative Affairs. “Our enhanced relationship with ASHA will continue to lift up the voices of its athletes, families and volunteers who love hockey as much as we do.”

About ASHA

The American Special Hockey Association (ASHA) is a 501(c)3 nonprofit organization dedicated to serving those with intellectual, developmental and physical disabilities through the sport of hockey. ASHA provides an environment of learning, mutual respect and a sense of community to thousands of athletes and families across the U.S. With over 100 member programs and more than 5,000 athletes, coaches and other volunteers, ASHA has as many participants as all other types of disabled hockey – combined. ASHA is a key supportive partner to the National Hockey League (NHL) and their diversity, equity and inclusion initiatives.

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