



**“Everyone has that infinite potential!**

**They just need the opportunity.”**

Brad opened Infinite Potential Hockey to give everyone that opportunity and remove one of the biggest roadblocks.....money.

Brad has three (3) children, with his oldest son having dreams of going to the NHS. To help his son reach his infinite potential, Brad has seen and felt the lack of affordable training opportunities for Hockey and other sports, leading him to open a more affordable option in the form of Infinite Potential Hockey & 24 Hour Fitness.

The owner of Infinite Potential Hockey, Brad Cook, has always had a deep connection to sports, having been at gold courses across Canada, ranging from being the Manager of a gold course to a professional player and everything in between.

Complete with everything from hockey and basketball to badminton and pickleball as well as private rentals, Brad offers all you could need to fulfill your sporting and fitness desires.



Brad received the First Time Entrepreneur Loan from CBDC Central PEI which was used for startup costs such as pain and equipment. CBDC Central PEI’s Executive Director, Claus Schmidt, who at the time was the Business Development Officer, helped Brad through a large portion of the hardships that come with being an entrepreneur.

Brad plans to expand Infinite Potential Hockey & 24 Hour Fitness, first by expanding the fitness center and subsequently putting in another pickleball and squash court, a golf simulator and a UFC sized mat.