



Believe Backstory

Great moments are marked in history when an unlikely victor emerges against incredible odds. A young, unproven US Hockey Team, in the 1980 Olympics, was facing the hardened Soviets in a match that almost anyone would have expected to go to the Soviet Union. American amateurs and college stars facing a team of professionals with a winning streak that was almost expected. Coach Herb Brooks inspired his team before the game with these immortal words, "You were meant to be here. This is your time."

No one quite understands what happens when desire, preparation and sheer tenacity come together. It creates momentum and hope and belief. And 20 young men who were never supposed to overcome one of the greatest teams in the world of hockey did it. Not only for their country, but for their families and themselves, and for anyone who has or ever will face a great challenge.

Pass It On.

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