

FLYIN BRIAN – BRIAN RICE II – SNOWBOARD ATHLETE



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@flyinbrianrice

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14-year-old Michigan Jr. Pro Snowboarder Brian Rice II, known as 'FlyinBrian,' is chasing his dream to compete in the 2022 Olympics. Brian placed 3rd in the 2019 United States of America Snowboard and Freeski Association (USASA) National Overall competition earning an invitation to US Project Gold Camp where he trained with the US Olympic Snowboard Coaches. Brian would be the first African American snowboarder to make the US Olympic team.

"We truly enjoyed having Brian join us for Project Gold in Park City, UT. Not only is he extremely talented on his board but he has a humble, easy-going personality to match it. Brian was supportive of his teammates, made everyone smile and worked hard whether we were on the airbag, at the trampolines or doing another activity. We hope to see him at more projects in the future. Thank you for letting your personality shine!" - Nichole Mason, US Snowboard National Coach.

The 2019-2020 season will be Brian's 2nd season training as a full time athlete on the elite team at Ski and Snowboard Club Vail (SSCV). Known for his spins and flips, Brian's trick arsenal includes a back-side double 1260, front-side 1080, switch-back 1080, switch-front-side 1080, double wildcat, crippler and is working on his triple flips. Brian is now competing in the Futures/Rev Tour, the pipeline for the US Olympic Rookie Team.

"Brian has been an amazing addition to our snowboard team here at Snowboard Club Vail. He brings a very humble attitude and is looked up to by our younger athletes as he shows them how hard work equates into great progression. I really look forward to seeing where this talented young athlete takes his snowboarding over the next couple of years."-- Chris Laske, Program Director, Snowboard at Ski & Snowboard Club Vail

Video Highlights



Flyinbrian_2 Rice



2018-2019 Season Edit

1st Double wildcat 1st try

Utah Olympic Park AirBag Training

<https://youtu.be/z1X8i1hwAZ0>

<https://youtu.be/wQdJygPJoLc>

https://youtu.be/2mu_fsm3-w8



Biography

At age 4, Brian began snowboarding in his front yard ditch and his family started taking him and his sister up north to get on the bigger slopes. In elementary, he formed the Hillside Husky Ski Club to get more children involved in snow sports. At age 10, Brian began competing in the USASA-GLSS (Great Lakes Snow Series), earning his first invite to the 2015-2016 USASA Nationals. The next year, Brian won the Woodward Rider Progression Award and competed in his first all-around competition (SlopeStyle, Halfpipe, Boardercross, Giant Slalom and Slalom) at the 2016-2017 USASA Nationals.

Ranked #1 in Michigan, at the 2017-2018 USASA Nationals, Brian finished with an impressive 12th in the all-around. Based on his remarkable progression with Coach 'Dad' Brian Rice Sr. on Michigan speed

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bumps, Ski and Snowboard Club Vail (SSCV) presented Brian with a full-time athlete training program for the next season to come to Vail's next level world-class training program. SSCV Coaches Ronnie Barr and Chris Laske had previously coached Brian at the Woodward Copper Camp (Summer 2017) and Wakeboarding (Summer 2017) and recognized his potential.

Last year at age 13, Brian packed his bags and headed to Vail for the 2018-2019 season. Brian lived at Copper Mountain for 6 months and competed in the USASA- Rocky Mountain Series reaching the podium in the all-around at USASA Nationals. In April, SSCV joined the USSA High Performance Center Partnership Program and Brian will continue full-time training with SSCV for the 2019-2020 season while enrolled in 9th Grade VLAC (Virtual Learning Academy Center) online school.

Media Highlights

- Farmington Press Sep 18 2019 "FlyinBrian' working toward Olympic dream"
www.candgnews.com/sports/flyinbrian-working-toward-olympic-dream-114993
- Farmington Voice Sep 16 2019 "Farmington Hills snowboarder trains for 2022 Olympics"
<http://farmingtonvoice.com/farmington-hills-snowboarder-trains-for-2020-olympics/>
- Vail Daily Apr 10 2019 "Vail youth snowboarders shine at nationals"
<https://www.vaildaily.com/news/sports-news/vail-youth-snowboarders-shine-at-nationals/>
- Fox 2 News Apr 23 2018 VIDEO: Flyin Brian interview with Kyle Mack 2018 Olympic Silver Medal Winner (Interview begins @1:40min)
<http://www.fox2detroit.com/news/local-news/west-bloomfield-honors-hometown-olympian>
- Petoskey News Feb 25 2018 PHOTOS: Great Lakes Snow Series Halfpipe
https://www.petoskeynews.com/life/multimedia/photos-great-lakes-snow-series-halfpipe/collection_b4c562ac-1a63-11e8-acf7-6399e3e0b3ed.html#15
- Hometownlife Mar 27 2017 "Flyin' Brian soaring as a snowboarder"
<https://www.hometownlife.com/story/sports/2017/03/24/flyin-brian-soaring-snowboarder/99555884/>
- USASA Feb 28 2017 "Woodward Progression Award Winners"
<https://www.usasa.org/119-news/786-woodward-progression-award-winners>
- WXYZ-TV Detroit Channel 7 Mar 31 2016 VIDEO: "Homeboy Highlights"- with Rob Parker
<https://www.youtube.com/watch?v=QjGhdI4getk> (Interview begins @4:42min)



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Training History

2018-2019	
Stomping Grounds, Oct 2019	Saas-Fee Switzerland
SSCV Olympic Park Airbag, Sep 2019	Park City, Utah
US Project Gold Camp, Fall 2019	Park City, Utah
SSCV Mammoth High Performance, Jun 2019	Mammoth, CA
US Project Gold Camp, Summer 2019	Mammoth, CA
Snowboarder The Launch 2019	Bear Mountain, CA
SSCV Elite full-time athlete program 2018-2019	Vail, Copper, Keystone, Breckenridge, CO
2015-2017	
Michigan Training: Coach Dad (Brian Rice I)	Mt. Brighton, Alpine Valley Treetops, Boyne
Woodward Copper Summer Camp 2017	Colorado
Hutch Academy 2016-2017	Canada

Competition Results

USASA Nationals Rank		
<u>2018/2019 Youth Men (14-15) Division</u>		
Slopestyle	5	All-Around (SS,HP,BDX,GS,SL) 3rd
Halfpipe	7	
BoarderCross	7	
Slalom	14	
Giant Slalom	20	
<u>2017/2018 Breaker Boys (12-13) Division</u>		
Giant Slalom	8	All-Around (SS,HP,BDX, GS, SL) 12th
Slalom	13	
BoarderCross	14	
Halfpipe	19	
Slopestyle	77	
Rail Jam (10-13)	19	
<u>2016/2017 Breaker Boys (12-13) Division</u>		
Halfpipe	37	All-Around (SS,HP,BDX, GS, SL) 20th
Slalom	42	
Giant Slalom	45	
BoarderCross	51	
Slopestyle	37	
<u>2015/2016 Menchune Boys (10-11) Division</u>		
Halfpipe	44	
BoarderCross	60	
Slopestyle	62	



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Sponsorship Levels

PLATINUM	\$10,000 / money, services or equipment up to that level
GOLD	\$5,000 / services or equipment up to that level
SILVER	\$1,000 / money, services or equipment up to that level
BRONZE	\$500 / money, services or equipment up to that level

PLATINUM	GOLD	SILVER	BRONZE
<ul style="list-style-type: none"> Company logo on front of athlete's helmet and board Acknowledgement on every social media post Company logo on all travel gear Acknowledgement in all press releases at events Acknowledgement on social media at events Pictures of athlete for use on website/social media promoting company 	<ul style="list-style-type: none"> Company logo on athlete's board Company logo on all travel gear Acknowledgement in all press releases at events Acknowledgement on social media at events Pictures of athlete for use on website/social media promoting company 	<ul style="list-style-type: none"> Company logo on athlete's helmet Acknowledgement in all press releases at events Acknowledgement on social media at events Pictures of athlete for use on website/social media promoting company 	<ul style="list-style-type: none"> Acknowledgement on social media at events Pictures of athlete for use on website/social media promoting company

2018-2020 Sponsors

• National Brotherhood of Skiers (NBS)	Forrest King-Shaw jfks.snow@gmail.com	PLATINUM
• Jim Dandy Ski Club, Detoit, MI	Janice Jackson jjblueitt@gmail.com	PLATINUM
• NBS Midwest Region	Henri Rivers henri.rivers@drumriver.com	GOLD
• NBS (Project Gold Camp)	Lee Valentine execsec@nbs.org	GOLD
• Nobaday, Seattle, WA	Andy Weber andy.weber@nobaday.com	GOLD
• Boyne Country Sports, Novi, MI	Rod Call rcall@boynecountrysports.com	GOLD
• Movement United, Farmington, MI	Jeremiah Bishop movementunitedgym@gmail.com	SILVER
• Defy Detroit, Commerce, MI	Josh Lakenan josh@defydetroit.com	SILVER
• XevoOptics, Leavenworth, WA	Mike Lough mike@xevooptics.com	SILVER

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Organizations

- US Ski and Snowboard – member since 2019 www.usskiandsnowboard.org
- United States Snowboard and Freeski Association – member since 2015 www.usasa.org
- SSCV – member since 2018 skiclubvail.org
- Jim Dandy Ski Club – member since 2018 www.jimdandyskiclub.com



References

Chris Laske SSCV Snowboard Program Director claske@skiclubvail.org
Ronnie Barr SSCV Head Coach 970-389-0682 rbarr@skiclubvail.org
Andy Weber SSCV Coach 423-483-1430 aweber@skiclubvail.org
Paul Krahulec USASA RMS Director Paul@usasa.org