

FLYIN BRIAN – BRIAN RICE II – SNOWBOARD ATHLETE



@flyinbrian_2



@flyinbrianrice

email:briandricei@gmail.com

(248) 980-2702

31972 Lamar Dr. Farmington, MI 48336



16-year-old Michigan Jr. Pro Snowboarder Brian Rice II, known as ‘FlyinBrian,’ is chasing his dream to be the first African American Snowboarder to compete in the Winter Olympics.

The 2020/21 season will be Brian’s 3rd season training as a full time athlete on the elite Ski and Snowboard Club Vail (SSCV) team. Brian earned 9th in Big Air at his first international NORAM competition in 2020 at Sun Peaks, Canada. Last season, Brian competed at the USSA Revolution Tour at Woodward Park City, Utah and received his 3rd invite to train with the U.S. Snowboard National Team coaching staff for top junior athletes at Project Gold Camp.

“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.

Recently Brian was honored to be awarded the 2nd Annual Bindu Spirit Award. Brian is pre-qualified to compete in the USSA Rev Tour again in half-pipe, slopestyle and big air and will represent the US at the World Rookie Tour Finals in Kitzsteinhorn, Austria. Brian is on the VISA List for the FIS Junior Worlds in Krasnoyarsk, Russia and is looking forward to earning a spot on 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

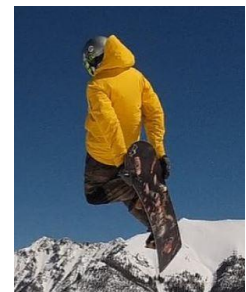


Flyinbrian_2 Rice



Bindu Scholarship Video
Flyinbrian’s 2020/2021 Recap
2019/2020 Season Edit
2019 PreSeason Highlights

<https://vimeo.com/498222808>
<https://youtu.be/jXIHKIFTrfw>
<https://youtu.be/whQQbE5PWWU>
<https://youtu.be/T2zjeOxetNc>



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

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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 2015/16 season 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 2016/17 season USASA Nationals.

Ranked #1 in Michigan, at the 2017/18 season 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 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.

At age 13, Brian packed his bags and headed to Vail for the 2018/19 season. Brian lived at Copper Mountain for 6 months and competed in the USASA- Rocky Mountain Series earning Bronze in the all-around youth class at USASA Nationals and his first Project Gold Camp invitation. Known for his daredevil flips and spins, Brian spent the fall of 2019 training in Saas Fee, Switzerland at the Stomping Grounds Park elite training session with the Olympic snowboarders and skiers from all over the world.

For the 2019/20 Season, Brian continued with SSCV and enrolled in 9th Grade VLAC (Virtual Learning Academy Center) online school. He moved up to USASA MEN’S OPEN Class, won the Colorado World Rookie Tour Fest and earned invites to the World Rookie Tour Finals in Austria. Brian is currently attending Vail Ski and Snowboard Academy and training in Colorado.

Media Highlights

- New York Times Mar 14th 2021 ["To Reach His Dream, This Teen Will Have to Touch the Sky"](#)
- ESPN Sports Center Feb 28th 2021 ["Black Diamonds"](#)
- Facebook Profile Feb 25th 2021 [Black Boy Joy: "Portrait of Brian"](#)
- Feb 27th 2021 [Update from World Rookie Tour Snowboard](#)
- Outside Magazine Jan 5th 2021 ["An Oral History of the National Brotherhood of Skiers"](#)
- Metro Parent Magazine April 1 2020 ["Watch Brian Fly"](#)
- Fox 2 News Dec 27 2019 ["Metro Detroit teen on track to become first Black Olympic Snowboarder"](#)
- Farmington Press Sep 18 2019 ["FlyinBrian' working toward Olympic dream"](#)
- Farmington Voice Sep 16 2019 ["Farmington Hills snowboarder trains for 2022 Olympics"](#)
- Vail Daily Apr 10 2019 ["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)
- Hometownlife Mar 27 2017 ["Flyin' Brian soaring as a snowboarder"](#)
- USASA Feb 28 2017 ["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

2020-2021	
Fall SSCV Olympic Park Airbag	Park City, Utah
Pre-Season BK Pro Camp	Mt Hood, OR
SSCV Elite Full-Time Athlete Program	Colorado
2019-2020	
SSCV Elite Full-Time Athlete Program	Vail, Copper, Keystone, Breckenridge, CO
Stomping Grounds	Saas-Fee Switzerland
Fall SSCV Olympic Park Airbag	Park City, Utah
Fall US Project Gold Camp	Park City, Utah
2018-2019	
SSCV Mammoth High Performance	Mammoth, CA
US Project Gold Camp	Mammoth, CA
Snowboarder The Launch 2019	Bear Mountain, CA
SSCV Elite Full-Time Athlete Program	Vail, Copper, Keystone, Breckenridge, CO
2015-2017	
Michigan Training: Coach Dad (Brian Rice I)	Mt. Brighton, Alpine Valley Treetops, Boyne
Woodward Copper Summer Camp	Colorado
Hutch Academy	Canada

Competition Results 2019-2020

Date	Position	Event	Competition	Location/Event
1/14/20	18 th	SlopeStyle	Air Nation FIS National Cup	Sun Peaks, Canada
1/14/20	9 th	Big Air	Air Nation FIS National Cup	Sun Peaks, Canada
1/21/20	11 th	Slopestyle	Futures Tour	Mt Snow. VT
1/24/20	13 th	Slopestyle	Futures Tour	Loon Mt, NH
1/26/20	4 th	Half-Pipe	Colorado Rookie Fest	Copper, CO
2/22/20	1 st	Slopestyle	Colorado Rookie Fest	Vail, CO
2/26/20	7 th	Slopestyle	Futures Tour	Copper, CO
3/2/20	27 th	Slopestyle	US Revolution Tour FIS National Cup	Park City, UT
3/3/20	40 th	Slopestyle	US Revolution Tour FIS National Cup	Park City, UT
3/30/20	Cancelled / Covid	Slopestyle & Half-Pipe	World Rookie Snowboard Finals	Kitzsteinhorn – Austria

“The National Brotherhood of Skiers is honored and extremely proud to sponsor the ambition and pursuits of "FlyinBrian" as he courageously strives for the Olympics.” – Henri Rivers, NBS President

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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

2020-2021 Sponsors

- | | | |
|----------------------------------------|----------------------------------------------------------------------------------------------|----------|
| • National Brotherhood of Skiers (NBS) | Forrest King-Shaw jfks.snow@gmail.com | PLATINUM |
| • Jim Dandy Ski Club, Detroit, MI | Janice Jackson jjblueitt@gmail.com | PLATINUM |
| • Burton Global Team | Alex Andrews alexan@burton.com | PLATINUM |
| • NBS President | Henri Rivers henri.rivers@drumriver.com | GOLD |
| • NBS (Project Gold Camp) | Lee Valentine execsec@nbs.org | GOLD |
| • Boyne Country Sports, Novi, MI | Rod Call rcall@boynecountrysports.com | GOLD |
| • XevoOptics, Leavenworth, WA | Mike Lough mike@xevooptics.com | SILVER |
| • Movement United, Farmington, MI | Jeremiah Bishop movementunitedgym@gmail.com | SILVER |
| • Defy Detroit, Commerce, MI | Josh Lakenan josh@defydetroit.com | SILVER |
| • Monster Army | | BRONZE |

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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

“Jim Dandy Ski Club has worked for decades to support an African American athlete to compete in the Winter Olympics. To discover that Flyinbrian was literally in our back yard was phenomenal. The pathway to the Olympic team often begins at a very young age and typically athletes live near a major ski resort. Because of the time, talent and dollars needed to develop into a world-class athlete, there are few if any African Americans who have that combination of on-mountain training and talent. We believe we have found most of these characteristics in Flyinbrian. He will continue to need help with the sizeable expenses for travel, training, and equipment.” - Janice M. Jackson, President Jim Dandy Ski Club.



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

Nichole Mason US Snowboard Project Gold Camp Coach 720-602-3117