



Far West Ski Association

presents the **Warren Miller Modern Media Award** to

Travis Rice *Brain Farm Digital Cinema* *“The Fourth Phase”*

Born in Jackson Hole, Wyoming, and son of a ski patroller, **Travis Rice** has snow in his blood. He is hailed by critics as the best all-round snowboarder in the world and is one of the most globally renowned riders to date.

With over 12 years of elite competition experience and over 30 grand slam titles in his possession, ‘Trice’ is a legend of the slopes. But unlike most pro snowboarders who started competing from an early age, Travis didn’t enter his first major competition until he was 18. In 2001, the young outsider entered *Snowboarder Magazine’s* event, Superpark, attempting something that others wouldn’t dare— a handful of backside rodeos over a 100-foot-plus kicker. He left a star.

Travis’ career skyrocketed as he not only won a place to compete in the Winter X Games that following season but he also landed a life-changing part in the snowboarding film, *Transcendence*.

In 2005 together with Curt Morgan, he co-founded **Brain Farm Digital Cinema**, which has some of the highest-selling snowboarding films in history, such as *That’s It, That’s All* in 2008 and *The Art of Flight* in 2011.

In 2012, Travis founded his own event, Red Bull Supernatural. The competition combines freeriding in natural terrain with freestyle tricks to create an event that favours the all-round rider. Jumps are created in the summer so that they become part of the mountain when the snow falls in the winter.

The event was a huge success in 2012, and returned as the renamed Red Bull Ultra Natural in 2013. Red Bull Ultra Natural is due to reconvene in the near future. In the meantime, Red Bull will work with Travis to scout new backcountry zones and ensure the event comes back bigger, better and badder than ever!

Travis Rice, and some of the best talent in snowboarding, returned to the big screen for our viewing pleasure. Rice’s highly anticipated new project *The Fourth Phase* that premiered in fall 2016, promises to raise the bar yet again for the genre.

“It has taken everything I have learned over my life to prepare for what the past several years has challenged us with,” Rice said. “Immersion into the winter wilderness with a few trusted comrades and a vow to not ride anything we have ever ridden before has made this the most exciting project yet. We have a team of some of the most committed riders, and a production crew that has gone all in. We’re headed back into the field soon, but before we go dark again we wanted to share a taste of what we’ve been working on.”

The Warren Miller Award is for Modern Media Coverage of Skiing. This award is given for outstanding service to skiing by cinematographers, photographers, radio or television broadcasters.

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