

# Born To Ride Inc.

[Website Features](#)

[Walkthrough](#)

[Our Mission](#)

[Upcoming Plans](#)

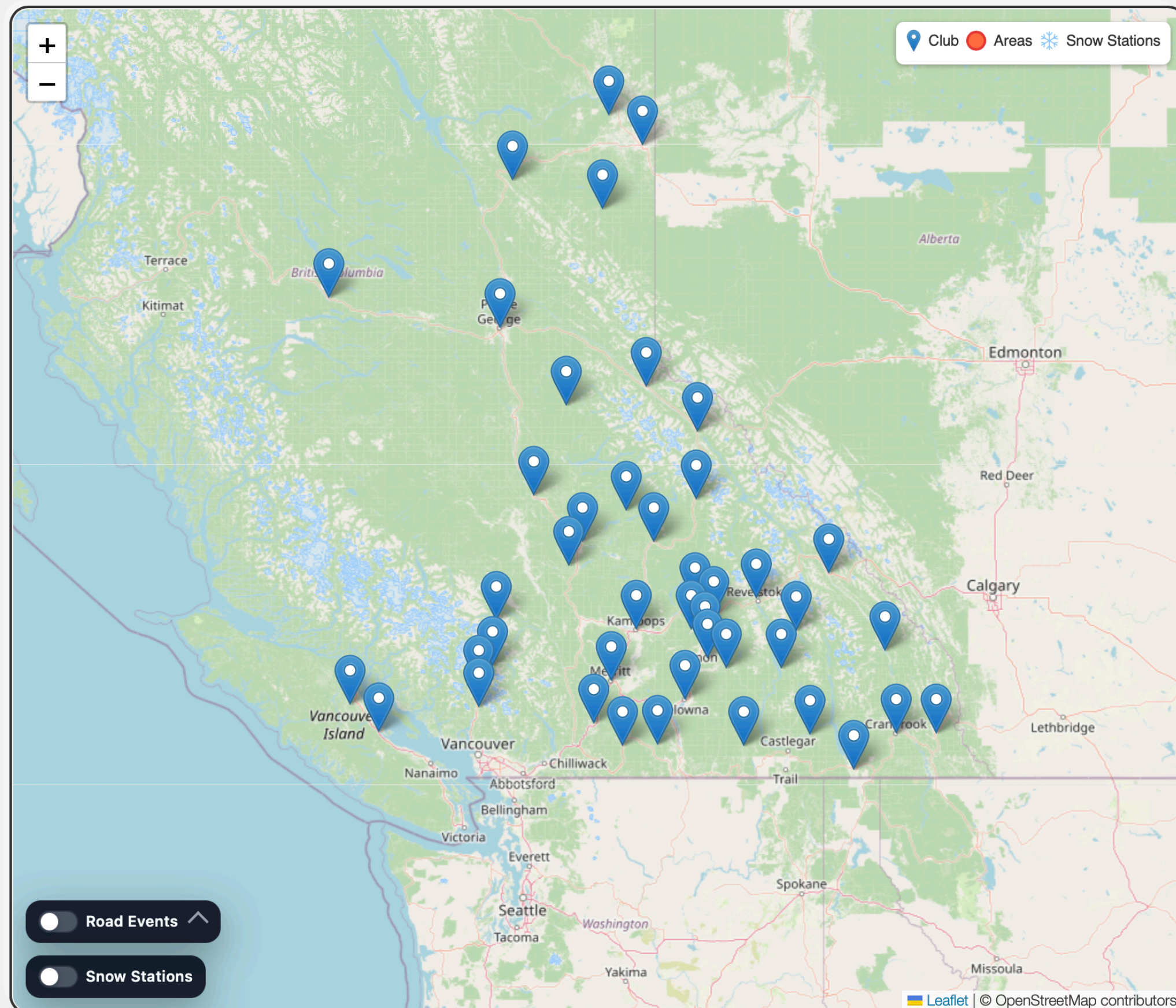


# Main Province Page - BC

Snowmobile Ski/Snowboard

## Activity Selection

Choosing between Snowmobiling to show riding areas and snowmobile clubs, and Ski/Snowboard to show resorts!



## Select a location from the map

Use My Location

Closest

Most Snow

**Fernie Snowmobile Association**  
Approx. 4457 km away

24H 40.0 cm 3D 51.7 cm 7D 57.4 cm

**Cranbrook Snowmobile Club**  
Approx. 4504 km away

24H 10.9 cm 3D 19.9 cm 7D 23.2 cm

**Sled Golden**  
Approx. 4509 km away

24H 22.6 cm 3D 44.6 cm 7D 58.2 cm

**Northland Trail Blazers**  
Approx. 4572 km away

24H 5.1 cm 3D 15.6 cm 7D 25.4 cm

**Revelstoke Snowmobile Club**  
Approx. 4603 km away

24H 24.9 cm 3D 57.1 cm 7D 95.2 cm

**Nelson SnoGoers**  
Approx. 4606 km away

24H 21.0 cm 3D 40.0 cm 7D 56.0 cm

**Arrow Lakes Ridge Riders**  
Approx. 4607 km away

24H 31.5 cm 3D 68.2 cm 7D 99.0 cm

**Tumbler Ridge Ridge Riders**  
Approx. 4612 km away

24H 20.7 cm 3D 46.9 cm 7D 54.0 cm

**Blue River Powder Packers**  
Approx. 4626 km away

24H 0.0 cm 3D 0.0 cm 7D 0.0 cm

**McBride Big Country Snowmobile Club**  
Approx. 4634 km away

24H 13.0 cm 3D 27.0 cm 7D 34.0 cm

## Map

The map shows all riding areas depending on the selection. It has more features which we will jump into a bit later!

## Leaderboards

Shows 10 riding areas which are either closest or which one has received the most snow in the last 24 hours!

# Snow Stations

Snowmobile
Ski/Snowboard

Select a location from the map

Use My Location
Closest Most Snow

<b>Fernie Snowmobile Association</b> <small>Approx. 4457 km away</small>	24H <b>40.0 cm</b>	3D <b>51.7 cm</b>	7D <b>57.4 cm</b>
<b>Cranbrook Snowmobile Club</b> <small>Approx. 4504 km away</small>	24H <b>10.9 cm</b>	3D <b>19.9 cm</b>	7D <b>23.2 cm</b>
<b>Sled Golden</b> <small>Approx. 4509 km away</small>	24H <b>22.6 cm</b>	3D <b>44.6 cm</b>	7D <b>58.2 cm</b>
<b>Northland Trail Blazers</b> <small>Approx. 4572 km away</small>	24H <b>5.1 cm</b>	3D <b>15.6 cm</b>	7D <b>25.4 cm</b>
<b>Revelstoke Snowmobile Club</b> <small>Approx. 4603 km away</small>	24H <b>24.9 cm</b>	3D <b>57.1 cm</b>	7D <b>95.2 cm</b>
<b>Nelson SnoGoers</b> <small>Approx. 4606 km away</small>	24H <b>21.0 cm</b>	3D <b>40.0 cm</b>	7D <b>56.0 cm</b>
<b>Arrow Lakes Ridge Riders</b> <small>Approx. 4607 km away</small>	24H <b>31.5 cm</b>	3D <b>68.2 cm</b>	7D <b>99.0 cm</b>
<b>Tumbler Ridge Ridge Riders</b> <small>Approx. 4612 km away</small>	24H <b>20.7 cm</b>	3D <b>46.9 cm</b>	7D <b>54.0 cm</b>
<b>Blue River Powder Packers</b> <small>Approx. 4626 km away</small>	24H <b>0.0 cm</b>	3D <b>0.0 cm</b>	7D <b>0.0 cm</b>
<b>McBride Big Country Snowmobile Club</b> <small>Approx. 4634 km away</small>	24H <b>13.0 cm</b>	3D <b>27.0 cm</b>	7D <b>34.0 cm</b>

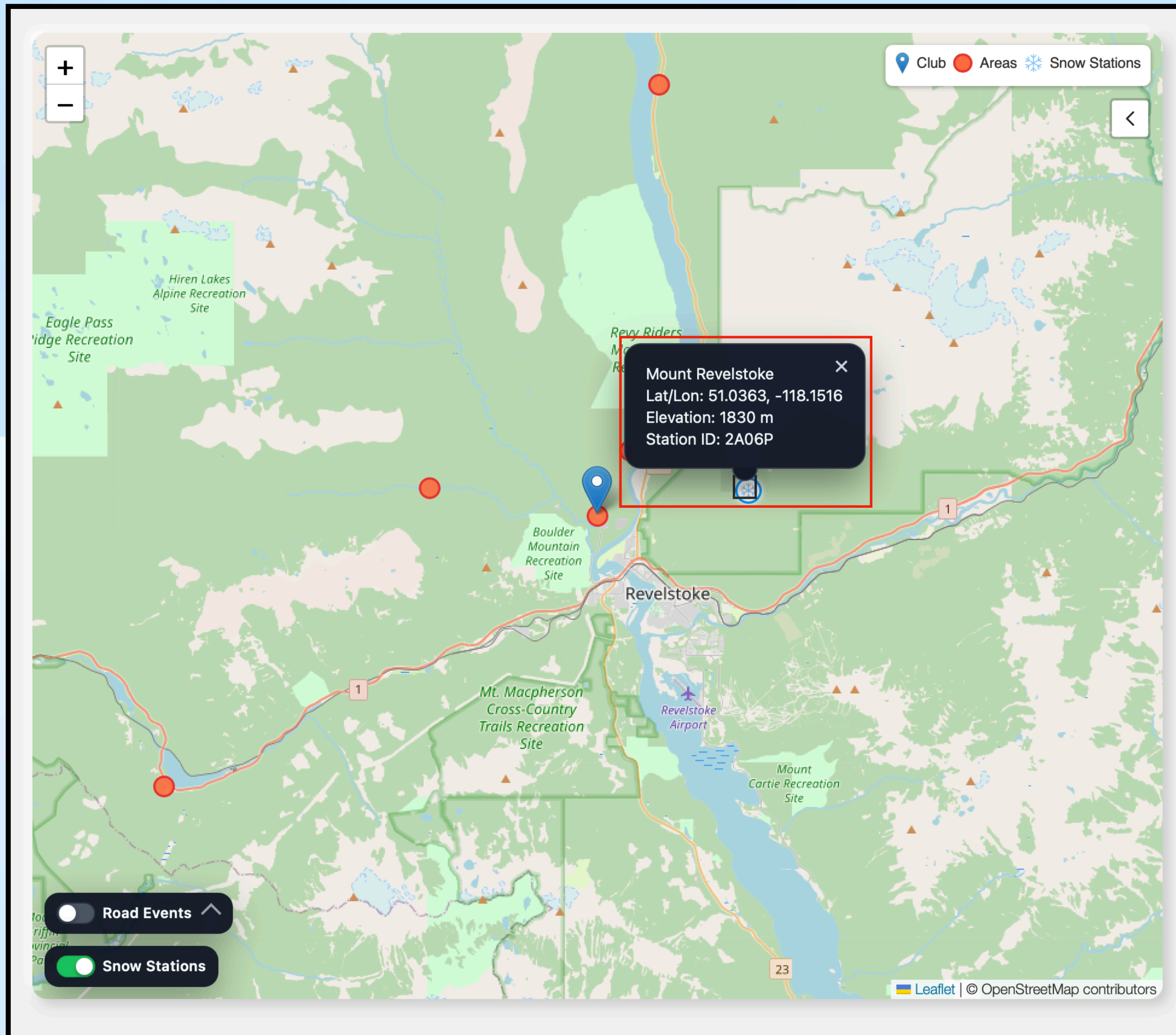
## Snow Stations

Enabling snow stations on the bottom left corner of the Map adds all of the on mountain weather stations across the province (if applicable) and compiles the data for users to see

The weather stations are situated in various locations at elevations from sea level all the way up to 3000m!

What these stations tell us is the actual on mountain temperatures, humidity, winds, precipitation, snow weight equivalent and more, this data allows us to better calculate how much new snow fell at riding elevations.

# Snow Stations



## Snow Stations

Enabling snow stations on the bottom left corner of the Map adds all of the on mountain weather stations across the province (if applicable) and compiles the data for users to see

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# Snow Stations

## Mount Revelstoke

Source: BC ArcGIS  
Location: 51.0363, -118.1516  
Elevation: 1830 m  
Station ID: 2A06P

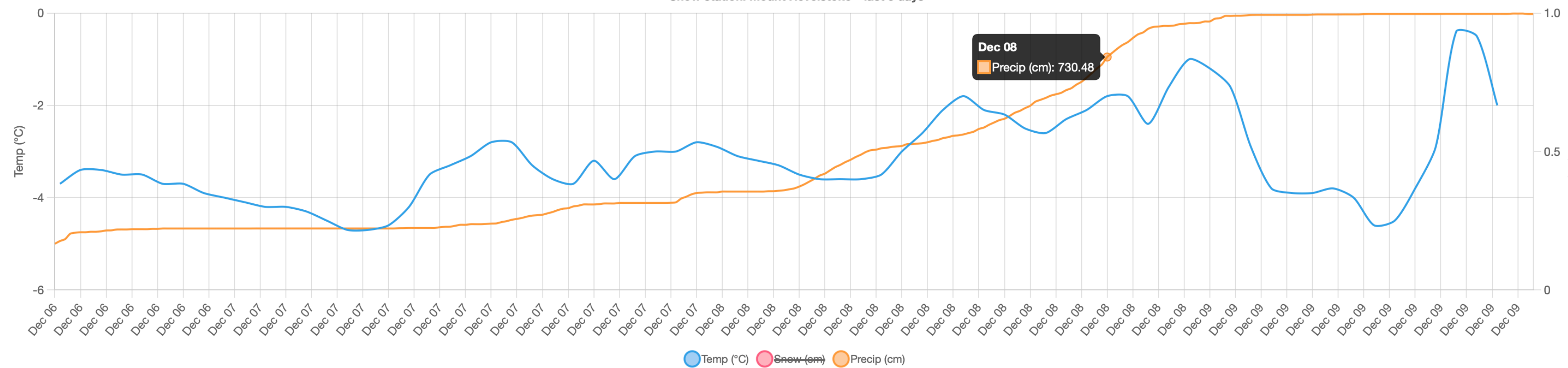
### New Snow

1 Day 1.6 cm  
3 Days 46.5 cm  
7 Days 94.5 cm

Time	Temp	Snow	Precip
▶ Tue, Dec 09	-2.9°C	— cm	1.6 cm
▶ Mon, Dec 08	-2.6°C	— cm	37.0 cm
▶ Sun, Dec 07	-3.7°C	— cm	7.8 cm
▶ Sat, Dec 06	-3.9°C	— cm	18.5 cm
▶ Fri, Dec 05	-5.1°C	— cm	19.4 cm
▶ Thu, Dec 04	-5.4°C	— cm	8.7 cm
▶ Wed, Dec 03	-5.3°C	— cm	1.4 cm
▶ Tue, Dec 02	-6.0°C	— cm	0.9 cm

Days: 1 2 3 4 5 6 7 Reset Zoom

Snow station: Mount Revelstoke – last 3 days



Lift & Run Status

3/4 lifts • 19/35 runs ▶

## Snow Stations

After clicking a station on the map (Ex: Revelstoke) you will see a table and chart showing the data from that station.

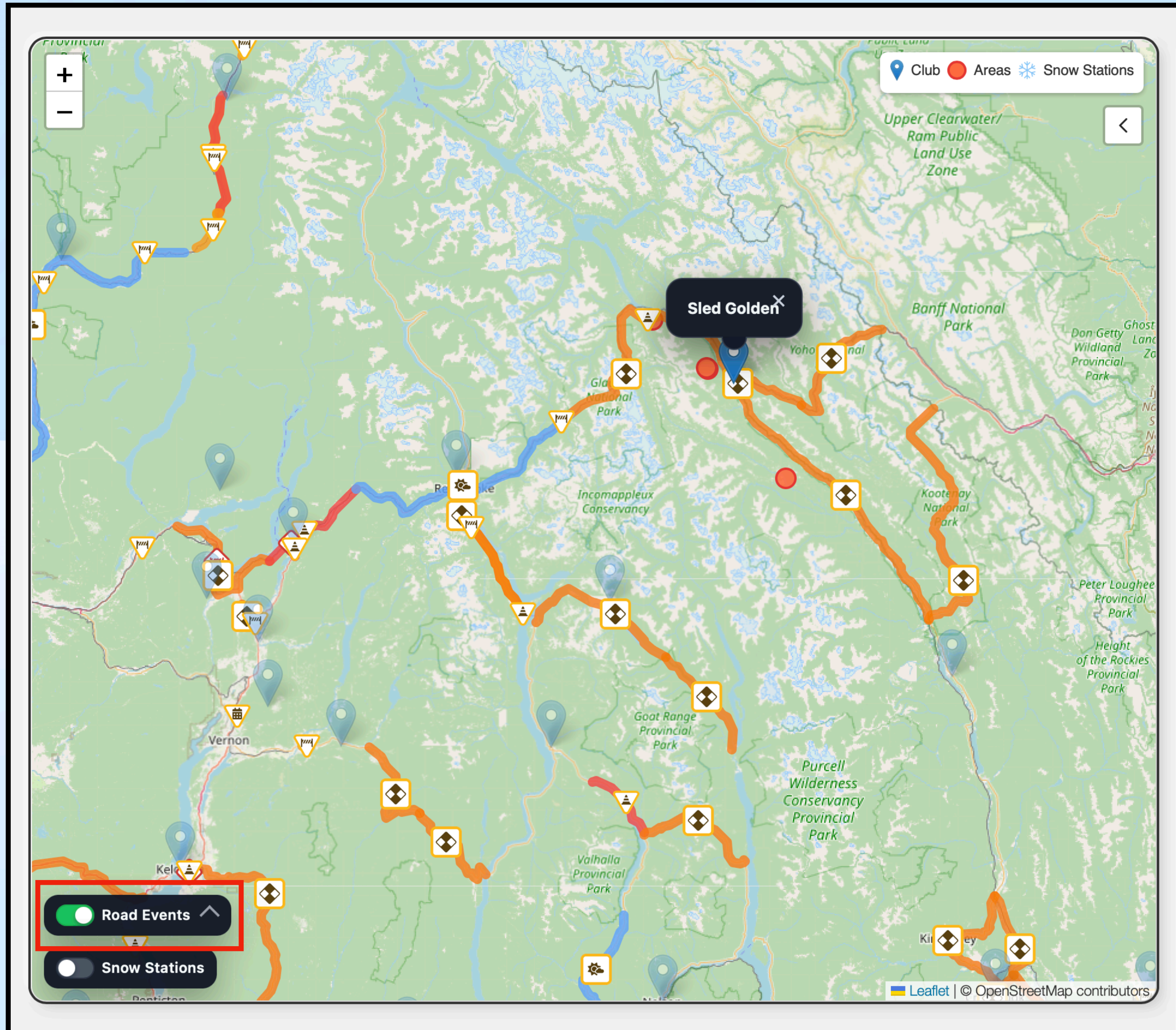
To the top left you can view the coordinates and elevation of the station.

The top right holds the new snow block and shows how much snow has fallen today, in the last 3 days and 7 days.

You can get a more detailed look at each hour of the day by clicking the day on the table.

The chart can show up to 7 days of data. You can use your cursor to see readings from any point on the map

# Road Conditions

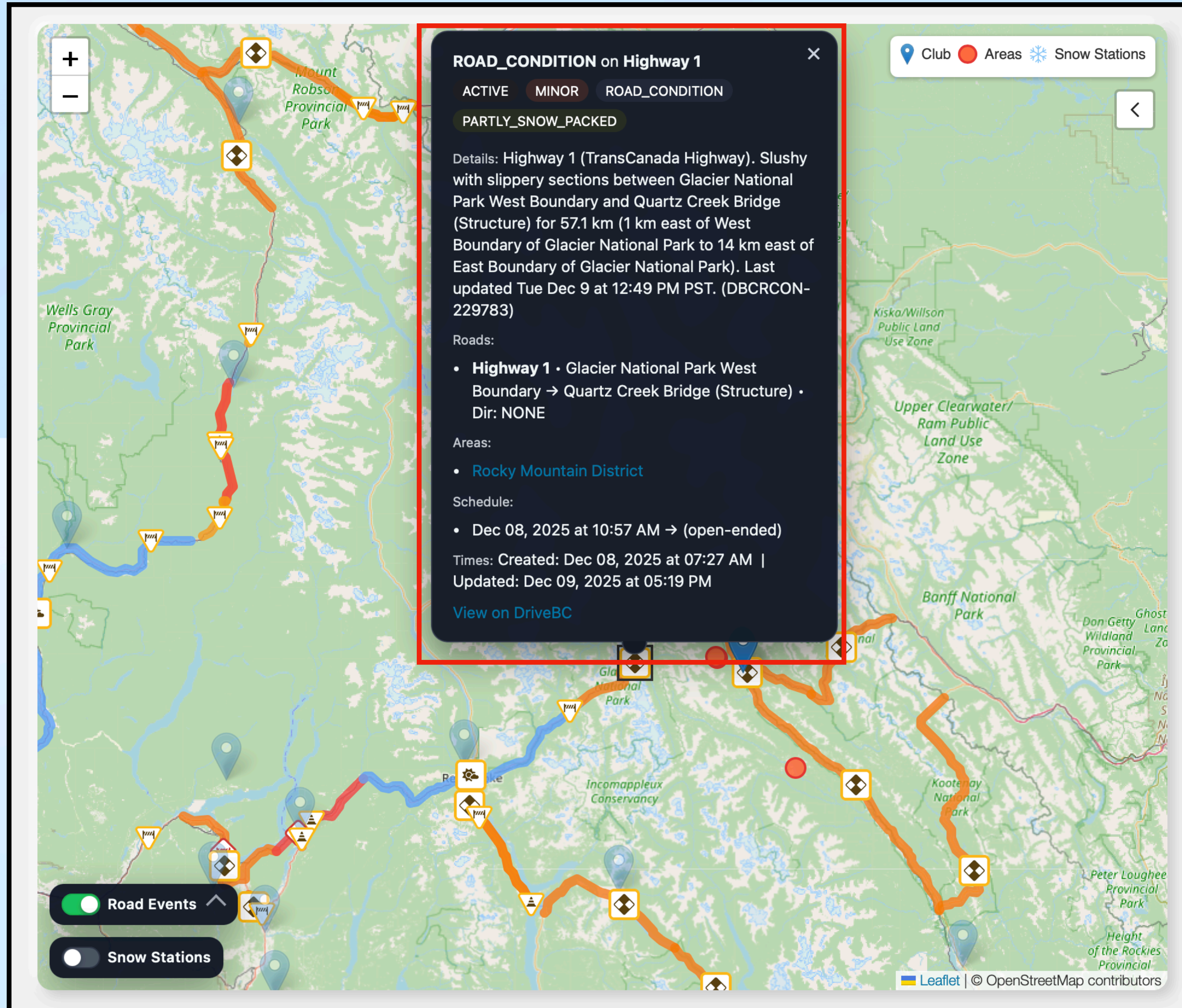


## Road Events

Most provinces have given us access to their road condition updates.

Enabling the road events on the bottom left corner will populate the map with all conditions and events reported across the province!

# Road Conditions



## Road Events

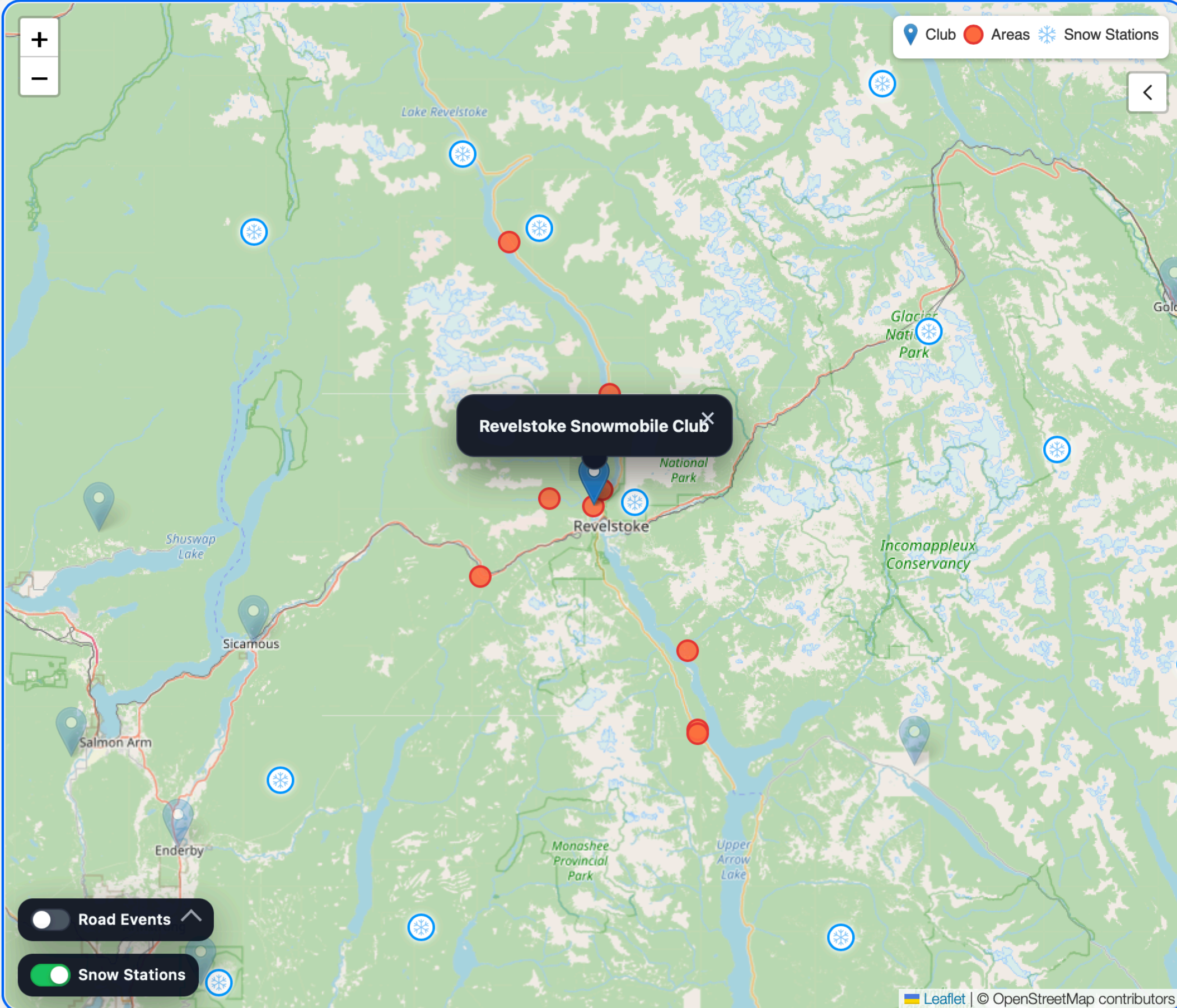
Clicking on a road or icon will show a description of the conditions, Details, routes, directions and if there is an expected end date to the condition

The hyperlink will also bring you to the provinces road conditions site

This is real time as conditions are reported from the province

# Main Info Panel


Snowmobile Ski/Snowboard



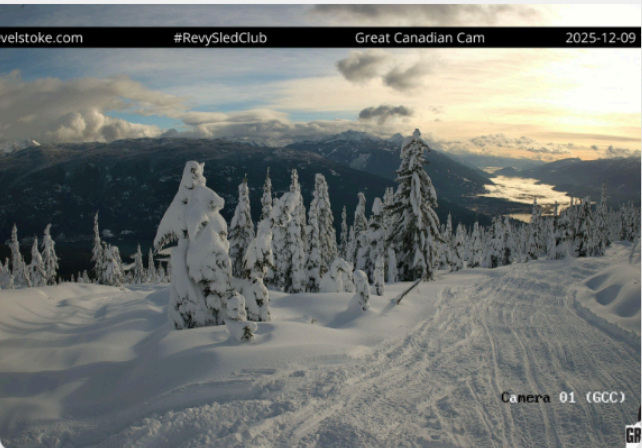
Map showing the Revelstoke Snowmobile Club location (blue pin) and various trail areas (red dots) and snow stations (blue snowflake icons). The map includes labels for Lake Revelstoke, Shuswap Lake, Sicamous, Salmon Arm, Enderby, Monashee Provincial Park, Upper Arrow Lake, Incomappleux Conservancy, National Park, and Glacier National Park. A legend indicates Club (blue pin), Areas (red dot), and Snow Stations (blue snowflake). A 'Road Events' toggle is set to off, and 'Snow Stations' is set to on.

### Revelstoke Snowmobile Club


#### Boulder Cabin



#### Frisby Ridge



#### RMR Gnome



[Visit Revelstoke Snowmobile Club Website](#)

### Passes & Fees

\$30 CAD

Per Rider Per Day, Passes can only be purchased at trail head booth

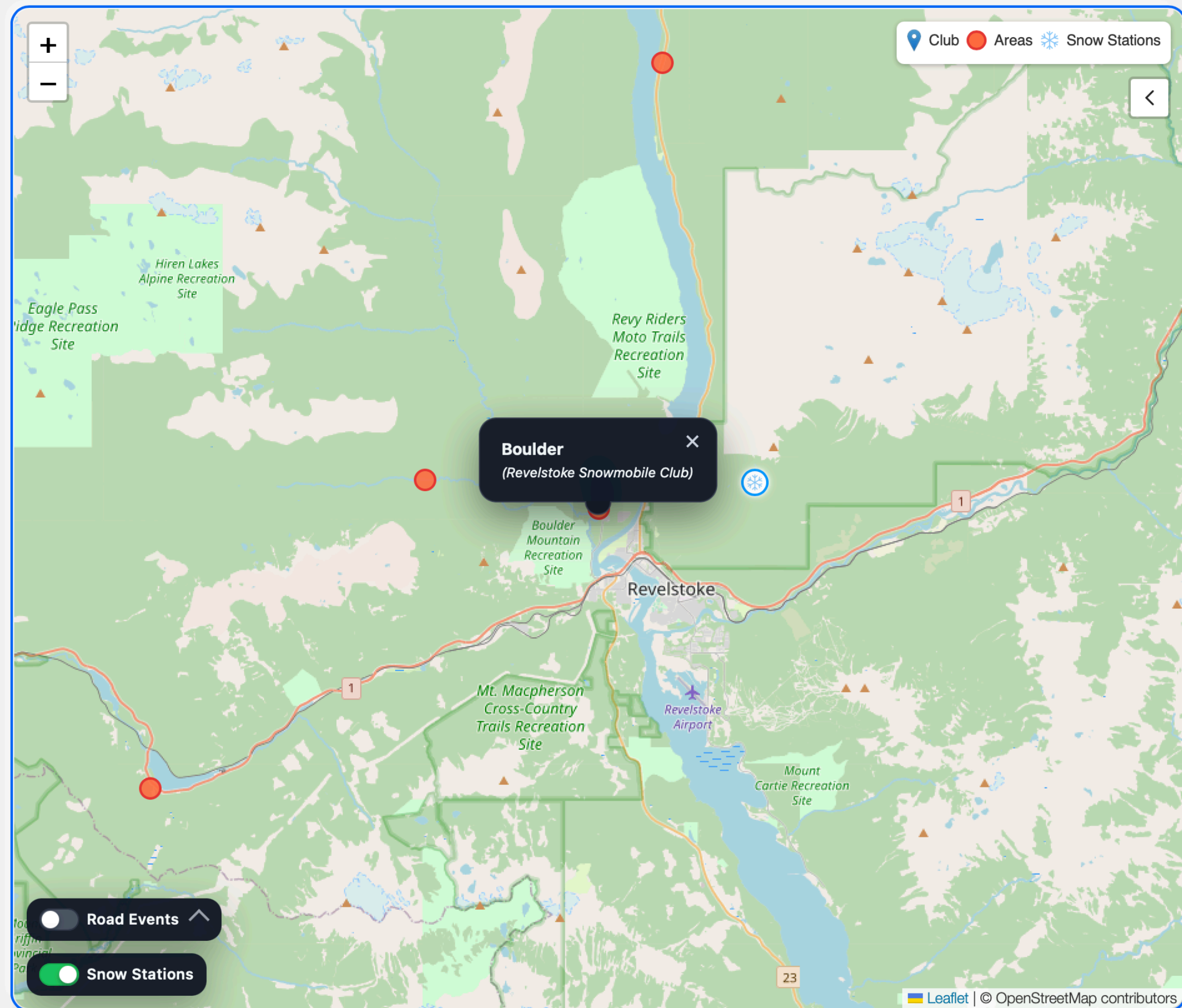
**Information Panel**

Clicking a blue pin will pull all information from the location and show sub areas.

The right side of the page is the main info panel which shows:

- Webcams (if available)
- Trail Pass information and links to purchase (if available)
- Recent snowfall totals
- Trail maps

# Main Info Panel

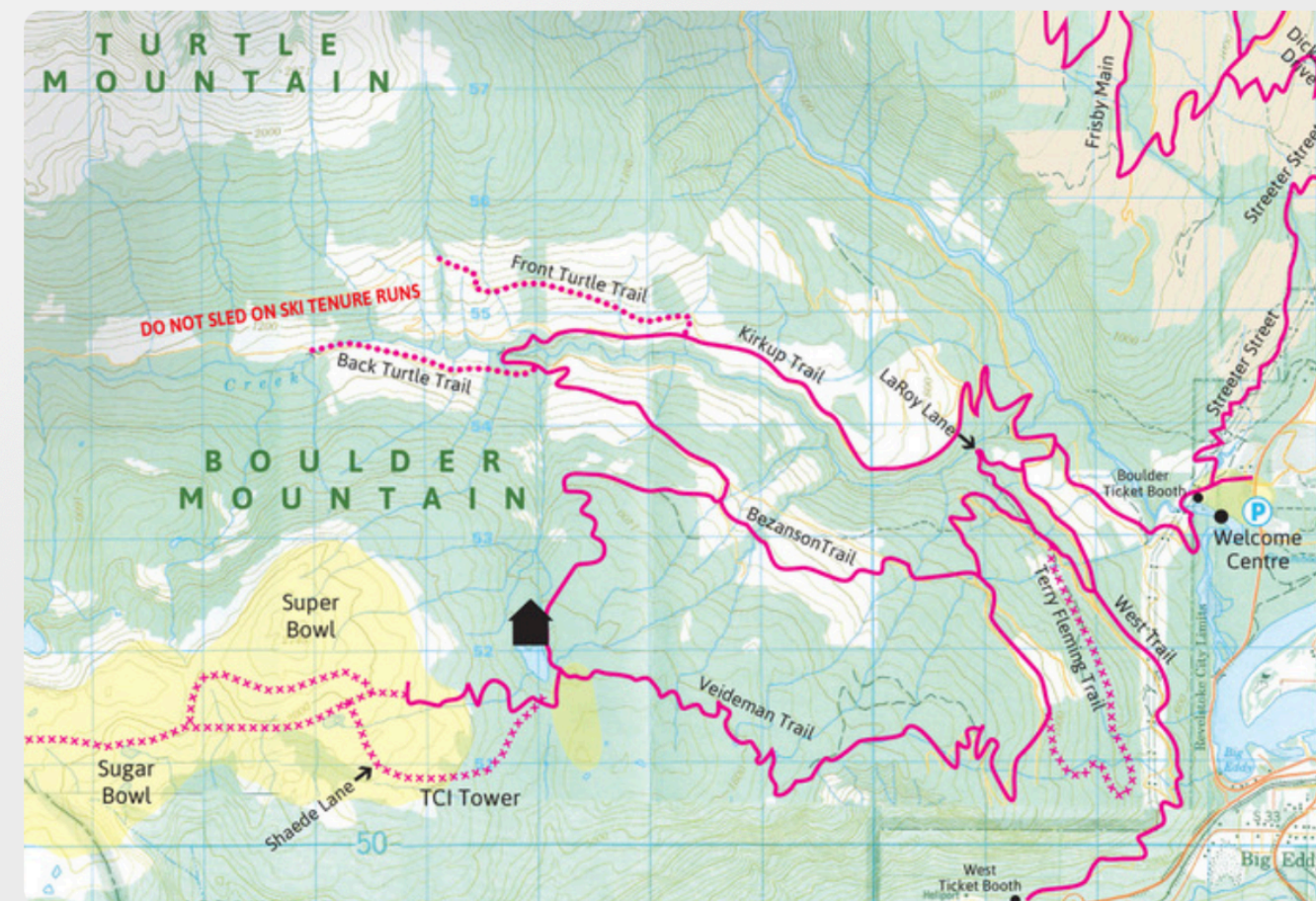


## Boulder

### Boulder Cabin



## Trail Map



Open Interactive Map

Download Map

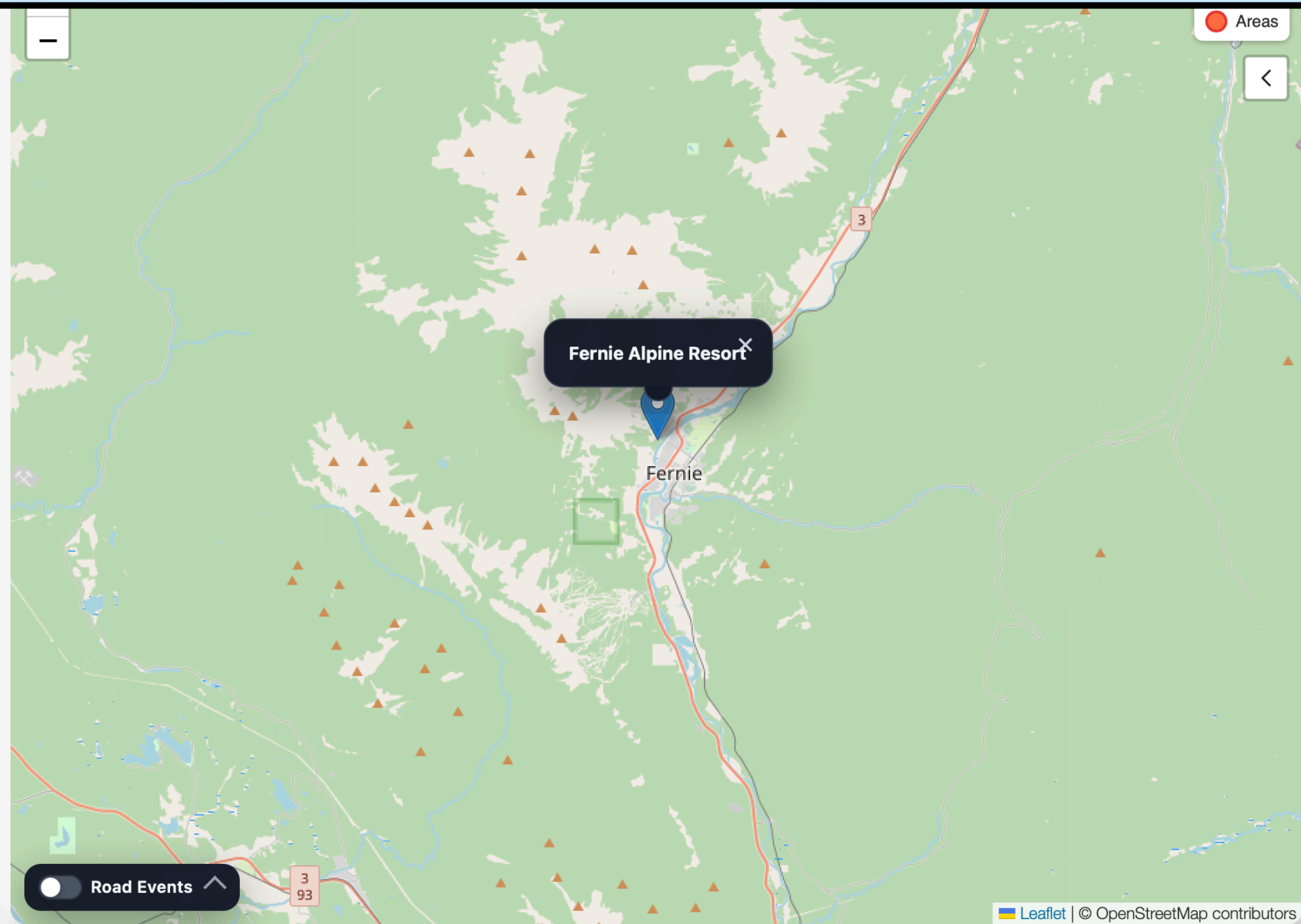
## Information Panel

Clicking a blue pin will pull all information from the location.

You'll notice some areas also populate smaller sub areas, these sub areas are riding areas that fall under a snowmobile club. Some sub areas are just for location indication and more accurate weather. If there is information directly related to that riding area it will be displayed.

Here you can see the trail map information. You can click the image to expand it, download it to your device for offline use, or open the interactive map

# Main Info Panel

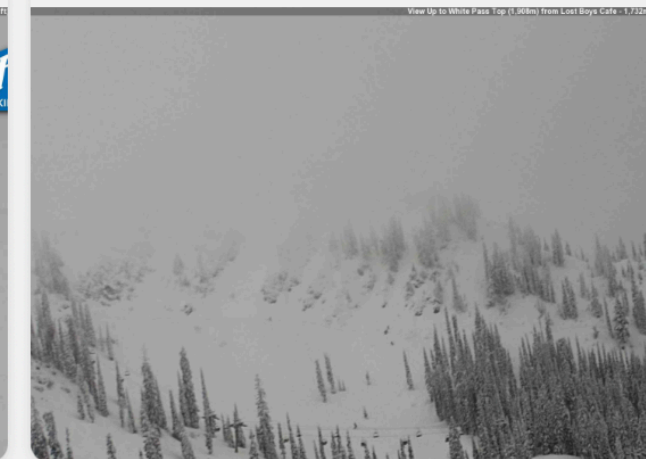


## Fernie Alpine Resort

Griz Cam



White Pass Cam



[Visit Fernie Alpine Resort Website](#)

## Trail Map



## Information Panel

Switching to Ski/Snowboard will populate the information panel with resort webcams, offer a link to the full resort website, show the resort trail map and more.

Some resorts have lift status updates as well.

# Weather Section

Revelstoke Snowmobile Club

6:55 PM

Tuesday, December 9



1°C

Feels like: 0°C

Fog



07:44 AM



03:47 PM

Wind Speed  
4 km/h

Direction  
E

Gust  
8 km/h

Wind Chill  
-3°C

Humidity  
100%

UV Index  
0

Dew Point  
-7°C

Pressure  
1018 mb

Precipitation  
0.0 mm

Cloud Cover  
60%

Visibility  
0.6 km

Rain Chance  
0%

Last Updated: 6:45 PM

## Rest of Day Forecast Hourly

7 PM



-1°

Clear

☃ -3°

💧 0%

⇒ 5 km/h

8 PM



-1°

Clear

☃ -4°

💧 0%

⇒ 4 km/h

9 PM



-1°

Clear

☃ -4°

💧 0%

⇒ 4 km/h

10 PM



-1°

Light freezing  
rain

☃ -3°

❄️ 94%

⇒ 5 km/h

11 PM



0°

Light freezing  
rain

☃ -3°

💧 100%

⇒ 6 km/h

## Current Weather


































































This section shows all weather information at current time.

Note that this is weather at elevation of the marker. May not represent what is happening in the mountains












# Weather Section

Last Updated: 6:45 PM

## Rest of Day Forecast Hourly

7 PM	8 PM	9 PM	10 PM	11 PM
 <b>-1°</b> Clear	 <b>-1°</b> Clear	 <b>-1°</b> Clear	 <b>-1°</b> Light freezing rain	 <b>0°</b> Light freezing rain
 -3°  0%  5 km/h	 -4°  0%  4 km/h	 -4°  0%  4 km/h	 -3°  94%  5 km/h	 -3°  100%  6 km/h
 0.0 mm  E  11 km/h  0%  2 km  63%  -6°C  1018 mb  0	 0.0 mm  E  9 km/h  0%  2 km  66%  -7°C  1018 mb  0	 0.0 mm  ESE  8 km/h  0%  2 km  69%  -6°C  1016 mb  0	 0.0 mm  ESE  9 km/h  84%  5 km  74%  -5°C  1015 mb  0	 0.1 mm  SE  10 km/h  88%  2 km  80%  -3°C  1014 mb  0

Show Less Details

 Temp  Feels  Precipitation  Wind  Cloud  Visibility  Wind Gust  Humidity  Dew Point  Pressure  UV

## Hourly Forecast




This section shows the forecast for the rest of the day.

Clicking show more details button will expand the cards and show more information from the weather report









The legend at the bottom shows what each icon represents

# Forecast Section

## Upcoming Forecast

<b>Tuesday</b> Dec 9  <b>4° / -3°</b> Sunny ❄️ 8% ⇌ 10 km/h <a href="#">View Hourly</a>	<b>Wednesday</b> Dec 10  <b>2° / -1°</b> Moderate rain ❄️ 32% ⇌ 7 km/h ❄️ 4.49 cm <a href="#">Hide</a>	<b>Thursday</b> Dec 11  <b>-1° / -3°</b> Light rain 💧 88% ⇌ 8 km/h <a href="#">View Hourly</a>
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## Hourly Forecast for Wednesday, December 10

<b>12 AM</b>  <b>1°</b> Patchy light snow 🌡️ -3° 💧 100% ⇌ 7 km/h	<b>1 AM</b>  <b>1°</b> Patchy moderate snow 🌡️ -2° ❄️ 0.7 cm ⇌ 7 km/h	<b>2 AM</b>  <b>2°</b> Patchy moderate snow 🌡️ -2° ❄️ 0.9 cm ⇌ 7 km/h	<b>3 AM</b>  <b>2°</b> Patchy heavy snow 🌡️ -2° ❄️ 1.8 cm ⇌ 7 km/h	<b>4 AM</b>  <b>3°</b> Patchy snow nearby 🌡️ -2° 💧 100% ⇌ 6 km/h	<b>5 AM</b>  <b>1°</b> Patchy moderate snow 🌡️ -3° ❄️ 1.1 cm ⇌ 5 km/h	<b>6 AM</b>  <b>0°</b> Mist 🌡️ -3° 💧 0% ⇌ 5 km/h	<b>7 AM</b>  <b>0°</b> Freezing fog 🌡️ -3° 💧 0% ⇌ 5 km/h	<b>8 AM</b>  <b>1°</b> Moderate rain 🌡️ -3° 💧 100% ⇌ 5 km/h
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[Show More Details](#)

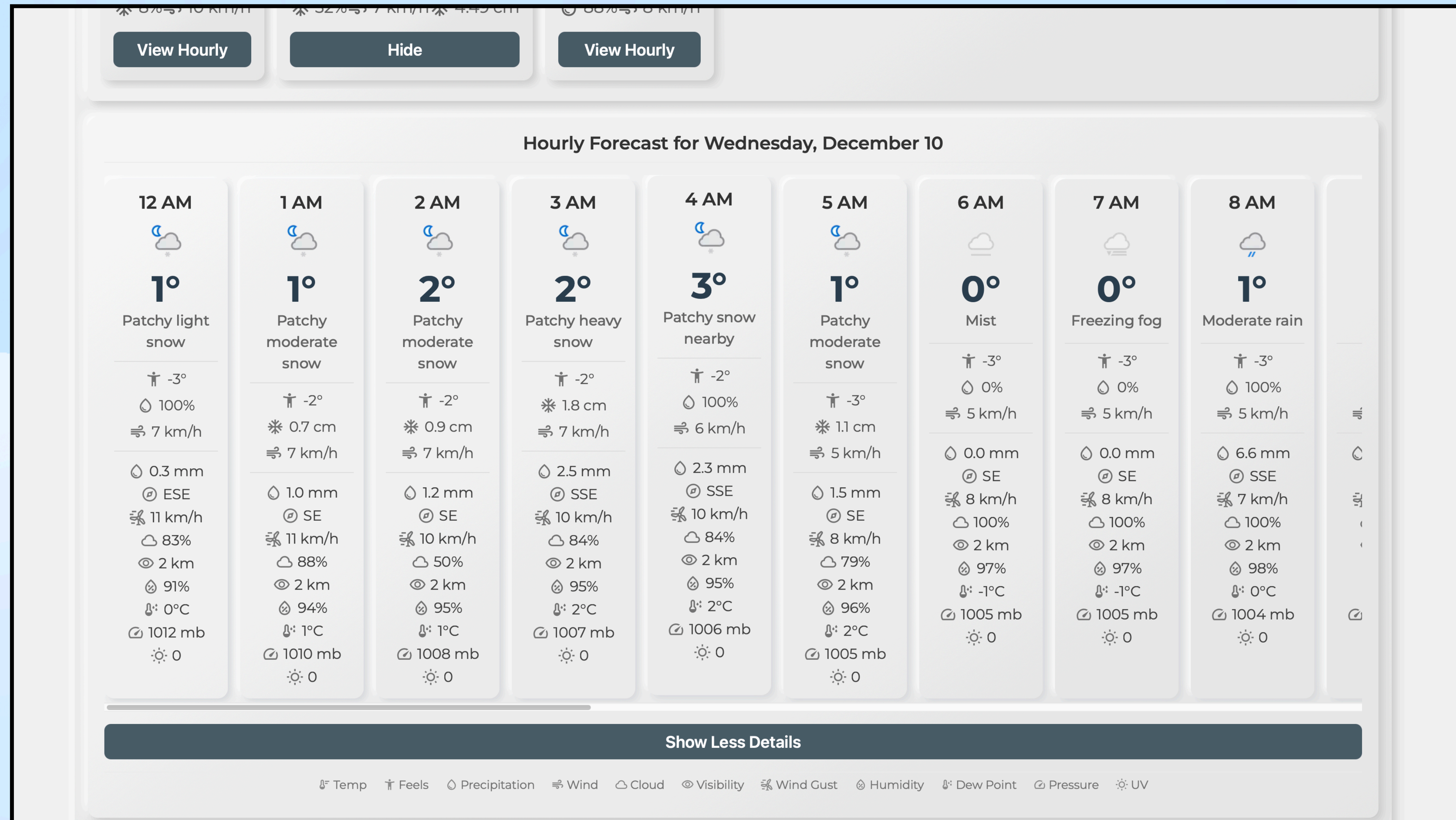
Temp Feels Precipitation Wind Cloud Visibility Wind Gust Humidity Dew Point Pressure UV

## Forecast

This section shows the forecast for the upcoming days

View hourly will pull the hourly forecast for each day.

# Forecast Section



**Forecast**

View hourly will pull the hourly forecast for each day, show more details button will also pull all available information for each hour

# Avalanche Forecast

## Avalanche Forecast

Revelstoke Snowmobile Club

A natural avalanche cycle is expected during intense stormy weather. Travel in avalanche terrain is not recommended.

Issued: 2025-12-09, 4:00:00 PM

Valid until: 2025-12-10, 4:00:00 PM

## Danger Ratings (Next 3 Days)

### Wednesday

Dec 10



### Thursday

Dec 11



### Friday

Dec 12



## Avalanche Problems

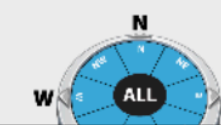
### Storm slab

Intense stormy weather is expected on Wednesday, which will rapidly form storm slabs and load buried weak layers. A natural avalanche cycle is expected during per

What Elevation?



Which Slopes?



## Avalanche Forecast

Each pin on the map will also pull the avalanche information for that area, this is directly from Avalanche Canada.

The first section shows a summary of the forecast.

Danger ratings show from No Ratings, Low, Moderate, Considerable, High and Extreme for Below Treeline, Above Treeline and Alpine.

There is no custom designs implemented into the avalanche section for the sole reason to keep it consistent with the original forecast from AvCan.

# Avalanche Forest

## Avalanche Problems

### Storm slab

Intense stormy weather is expected on Wednesday, which will rapidly form storm slabs and load buried weak layers. A natural avalanche cycle is expected during per

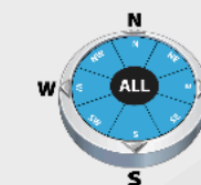
What Elevation?



Chances of Avalanches?



Which Slopes?



Expected Size?



## Terrain & Travel Advice

- Travel in alpine terrain is not recommended.
- Remote triggering is a concern; avoid terrain where triggering overhead slopes is possible.
- Be aware of the potential for large, destructive avalanches due to deeply buried weak layers.
- Be cautious of buried obstacles, especially below treeline.

## Forecast Confidence

### High

- We are confident the likelihood of avalanche will increase with the arrival of the forecast weather.

Show Full Report

## Avalanche Problems

This section shows the predictions of most likely scenarios for avalanches.

Which elevation the problem is most likely to exist at, which facing slope, what the chances are and the expected size.

These are very important considerations to take in when planning on heading into the back country.

This section also shows advice and recommendations on decision making for traveling in avalanche areas.

The last section shows how confident the avalanche forecasters are in the above information

# Avalanche Forest

## Avalanche Summary

Many small to large (size 1 to 3) storm slabs were triggered naturally and by riders on Monday. They were generally 20 to 80 cm deep, on all aspects, and released within the various storm snow layers and on surface hoar.

A few large (size 2 to 3) avalanches released on facets above the melt-freeze crust in alpine and treeline terrain, localized to the Gold Range.

Looking forward, a natural avalanche cycle is expected on Wednesday during periods of rapid snow loading.

## Snowpack Summary

Upwards of 50 cm of snow is forecast over the day on Wednesday. The snow will fall with strong southwest wind, forming even deeper deposits in leeward terrain features.

The snow will continue to load a weak surface hoar layer and/or weak faceted snow found 50 to 100 cm deep. Surface hoar is most likely in tree openings sheltered from the wind whereas faceted snow may be found in wind-exposed terrain into the alpine. Facets may be associated with a hard melt-freeze crust that formed mid-November.

Average treeline snow depths range from 90 to 140 cm, which tapers quickly at lower elevations.

## Weather Summary

### Tuesday Night

Cloudy. 10 to 20 cm of snow. 30 km/h southwest ridgetop wind. Treeline temperature -6 °C. Freezing level 1100 m.

### Wednesday

Cloudy. 25 to 45 cm of snow. 30 km/h southwest ridgetop wind. Treeline temperature -3 °C. Freezing level 1300 m.

### Thursday

Mostly cloudy. 15 to 30 cm of snow. 30 km/h west ridgetop wind. Treeline temperature -4 °C. Freezing level 1200 m.

### Friday

Cloudy. 5 to 10 cm of snow. 30 km/h west ridgetop wind. Treeline temperature -5 °C.

More details can be found in the Mountain Weather Forecast.

[View Full Forecast on Avalanche.ca](#)

## Additional Avalanche Info

Avalanche summary is a section that explains the forecast

Snowpack summary will explain the snow depths per day or per storm, explains layers and issues with snow bonding and bond strength between layers.

Weather summary is a forecast from AvCan which focuses on weather contributing to avalanche conditions such as precipitation, sky conditions, wind direction and speed, temperature mid mountain or at treeline as well as freezing level.

Finally, you can view the full forecast straight from Avalanche Canadas website by clicking the link.

# What is Born To Ride?

Born To Ride is a company that I started in 2019 to give people a platform to post pictures on no matter if they were sponsored or not, I also started selling clothes to support it. That however didnt work the way I wanted and didnt get as much traction as I hoped.

Later on in 2021 I purchased a chalet on the west coast of Newfoundland and registered it for an AirBNB labeled as the Ride n Stay Chalet.

From 2021 to 2024 the business was mainly just running the chalet.

Late 2024 I decided to move from the east coast to the west coast of Canada, British Columbia. If I was going to try and grow this business, I have to do it in a place that has picturesque backdrops and greater opportunity.

During winter of 2024/25 I had some friends traveling to the infamous Revelstoke on a snowboard trip. Winter 2024/25 in January was very dry, not much snow in that area, however places like big white and fernie were getting dumped on, that gave me an idea.

Alot of people dont know about every resort or riding area in this province, and even in their own provinces. If I could have a website and someday an app that people could use to determine where the best place is to ride, maybe I could help people out. These trips are not cheap and this economy doesnt necessarily allow people to do multiple trips per year.

# The New Business Model

I have built websites before, ive done some coding in robotics class when I was 16, I played with arduino, however this was a different challenge.

Most websites can be built with a simple wix or wordpress block based building system, but this idea hasn't been done before and I want flexibility and unlimited customization. So I hop on YouTube and type "how to write JavaScript" this is the code language that is used to make the website function and not just look cool.

I wanted a website that could be a one stop shop. I know that to safely ride in the backcountry, you need to have the right equipment, the right information and the right mindset.

I used to go to 5-6 different sites to get the information I needed. Weather information, Avalanche Conditions, Road Conditions, Close webcams to see actual info, Facebook groups to get lates posts, club website to purchase a pass, resort website to buy lift tickets sometimes a raw weather station to see precipitation or temperature ect.

It takes time, but whatever it takes to have a safe ride and come back down the mountain at the end of the day. I realized that most people probably dont do this and just wing it with a Avy forecast and a breakfast wrap from Tims and a RedBull.

If I can integrate all of the information related to riding conditions in one spot, maybe more people would use it and in turn would make back country travel safer. AND... it needed to be free to use! So I started

# The New Business Model

Currently we take in information from:

- Weather API to build the current conditions and forecast
- Province 511 or DriveBC for Road Conditions
- Avalanche Canada for the Avalanche Forecast
- Snowmobile Club Websites for Trail maps, Trail Pass Costs, Locations and Webcams if available
- Ski/Snowboard Resort Websites for Lift Status, Webcams, New Snow
- Provincial Weather Stations for a accurate precipitation measurement on the mountain
- Provincial interactive recreational vehicle maps

I have been on every single Ski Resort website as well as every single snowmobile club website or Facebook group across Canada, it took forever, it was a lot of reading and sifting through information but now we have mostly every place across Canada available.

I know I have missed things and that's fine, I am constantly doing things to improve the functionality of the website and make it as accurate as possible, if you see something that doesn't look right or have an improvement suggestion, I'm all ears.

# My Mission

Where I want to see this in the upcoming years,

I want people to be safe, I want everyone to know where to get the information that helps stay safe and now its here on the [borntoride.ca](http://borntoride.ca) website!

I want to keep expanding the information on the website, get input from everyone to make It better.

I plan on creating a online store for businesses small and large to showcase their products and creators to list their merchandise.

I plan on creating a social media style portion where people can share their ride conditions with everyone. Dont need to be a powder gatekeeper LOL

I understand how expensive these sports are now, once Born To Ride creates a sustainable revenue stream, I plan on doing giveaways of riding gear, safety equipment, lift tickets, event passes and eventually maybe even sleds and more

# Advertisement

Now at some point I need to make money at this to compensate me for my time as well as for website maintenance and fees ect.

We have all been on websites that have a billion ad popups every time you scroll. I hate that and I know you do too. At the end of they day if you wanted to be bombarded with advertisements you would just go to New York City instead of trying to browse the web.

I have allocated a few places for advertisements.

- Main & Side banner on the home page.
- Top Banner on each province/state page, will be targeted to the province.
- Info Panel Ad on each location / resort, will be specific to the location you are clicking
- Inter Container Ad between weather or avalanche containers, will also be specific to location

By having these ads be specific to the location you are browsing allows accurate advertisement of the place you are interested in visiting. These ads are extremely affordable and opens up advertising to small businesses to help spread the wealth. A lot of these places we go to ride have local restaurants, shops, pubs, tourist attractions that may not be able to afford a billboard on the highway.

# Conclusion

I said a lot about safety, that to me is very important. I know how much it would affect my family if something happened to me doing the things I love. Same goes for everyone else. I know the risks and all we can do is use the information we have, our experience, our training and our decision making to ensure we can continue doing the things we love for years to come.

I hope that with this website and eventually a mobile app, I can help keeping people safe out there. If you agree with my vision and want to help, you can follow Born To Ride on Instagram, visit our website, and provide me feedback of things you want to see or think should be changed.

Thank you all and we will see you out there in the mountains!



**BTR**

**BORN TO RIDE**