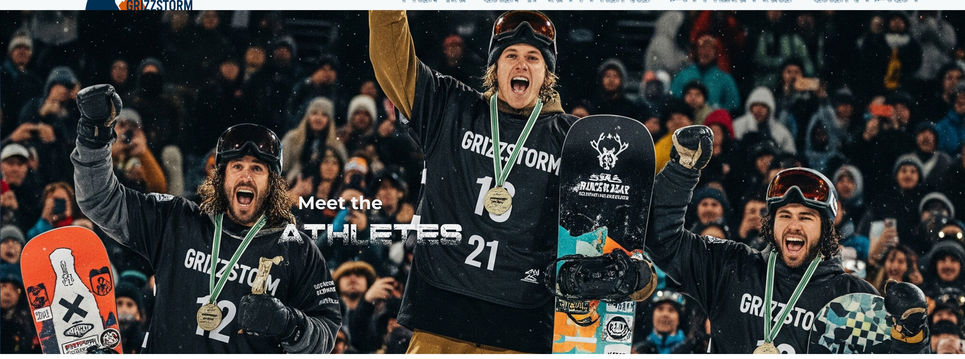

WHO RIDE WITH US

We don't hand out stickers—we back riders who move the needle. Sponsorship isn't about trends or followers. It's about intent, impact, and progression.
Grizzstorm supports athletes who bring raw energy, vision, and purpose to the mountain. The ones who ride first and talk later.

These are the riders shaping snowboarding. This is who we ride with.

KOKOMO MURASE

Kokomo Murase rides with the kind of focus and intensity that defines Grizzstorm. From her early days in Japan to claiming podiums on the world stage, she's pushed snowboarding with quiet determination and bold style.

We don't chase names—we follow intention. Kokomo's riding speaks louder than hype, and that's exactly why she's part of the Grizzstorm crew.

Progression isn't just a goal—it's her default setting.

ZEB POWELL

Zeb Powell doesn't follow lines—he bends them. His riding is explosive, creative, and completely his own, turning every run into something unpredictable and unforgettable.

At Grizzstorm, we back riders who bring energy with purpose. Zeb's style isn't just flair—it's control, power, and intent.

He's not here to fit in. He's here to shift the whole damn vibe. That's exactly why he rides with us.

THOSE WHO RIDES

< LUCAS EGUIBAR >

Lucas Eguibar rides with speed, precision, and grit. As a world champion and multi-time Olympian, he's put Spanish snowboarding on the map—one gate at a time.

In a sport where milliseconds matter, Lucas brings clarity and control to chaos. His racing isn't just fast—it's fearless.

We back riders who charge with purpose. Lucas doesn't follow tracks—he carves his own, straight through the field.

HALL OF FAME

TRAVIS RICE

Travis Rice doesn't compete with other riders—he competes with the mountain.

Backcountry visionary, film pioneer, and founder of Natural Selection, he made snowboarding feel like art and war at once.

He dropped lines no one else would touch and captured them with a lens as sharp as his edges. Progression doesn't follow Travis—it chases him.

SHAWN WHITE

Shaun White didn't just dominate the halfpipe—he turned it into a global stage. With three Olympic golds and a career that redefined what was possible on a snowboard, he became the face of progression and pressure.

His riding was precision, fire, and control under the spotlight.

He didn't ride trends—he created them.

JESSICA ANDERSON

Jamie Anderson rides like she belongs there—because she does.

Fluid, powerful, consistent. With Olympic and X Games golds stacked across more than a decade, she made slopestyle her domain.

But it's not just about medals—it's how she makes it look effortless. Her riding is intention in motion. That's what a queen looks like in snow.

© 2025 GRIZZSTORM All rights reserved