



Photo courtesy Vinnie Clark

**EXTREME FUN:** Vinnie Clark spends most of his days on a snowmobile—whether it be guiding with The Big Ride, competing as an X-rider or exploring the alpine on his own.

VALEMOUNT, B.C.

## X-rider loves the lifestyle

After spending time in the big city, Vinnie Clark returned to his roots

by WHITNEY BLACK

Vinnie Clark grew up in Valemount, and like many who grow up in a small town, he longed to get out and see the big city. He left and returned a few times before realizing that Valemount was his home and the place he wanted to be all along.

“When I was 20, I wanted to go to the city—and now I’m content with the mountains and the slow pace,” Clark said. “It’s an easy way of life, being outdoors all the

time and enjoying what is around you. You don’t have to worry about the hustle and the bustle.”

### Racing and meeting friends

Though Clark now owns his own business, Alpine Country Rentals, and is enjoying the slower pace of small-town life, it doesn’t mean he has lost his passion for extreme sledding. Clark is still racing in the American circuit and doing well. He was voted Snow Week’s Racer of the Year

for 2005 and will be competing this season.

“About 10 years ago I went to a race with some friends; I thought it looked fun and thought I’d give it a try,” said Clark. “It kind of went from there. I’ve met a lot of people through my career. It’s fun to get away and not be sitting on the couch; getting out there and getting to meet new people and travel is awesome.”

Aside from spending time racing, Clark lends his time, support and experience to another local endeavour: The Big Ride. Put together by Clark, Tony Parisi of Snowfarmers and Sue Marko of the Cougar Mountain Lodge, The Big Ride offers guided mountain sledding getaways aimed at snowmobilers from the East who have never had a chance to sled in the mountains. The team flew to Ontario for the Toronto Snowmobile Show not knowing what to expect and left feeling positive from the favourable response.

### Adventure beckons

Spending his days outdoors with people who enjoy the same things he does is immensely fulfilling for Clark. His sense of adventure is satiated by heading out into the mountains to find new places to sled.

“I like to get out there and say ‘Gee, I wonder if anyone has been here on a snowmobile before?’ ” said Clark. “I like getting to meet the snowmobiling family; there are a lot of good people out there.”

Between his racing, Alpine Country Rentals and The Big Ride, Clark is a busy man. His passion for snowmobiling having grown into a full-time career, Clark is among the lucky few who get to do what they love for work.

RW

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