



New weather stations in key watersport areas in Toronto and a special deal for Ontario residents

Greetings wind junkies! Some exciting news to share for those with interests in the weather and wind. A group of kiteboarding and windsurfing enthusiasts, in memory of a good friend who died in extreme weather in the fall of 2020, has worked with WeatherFlow to enable some key new sensor locations and special pricing for their "Pro" Level weather services.

First, the first two new sensors!

1. Cherry Beach, Toronto: Named "Jason Maloney Cherry Beach Lifeguard Station" (in memory of Jason)
 - This sensor is mounted high above the lifeguard station and will give the best representation possible for Cherry Beach's unique conditions.
2. Kew Beach, Toronto: Named "Leuty Lifeguard Station"
 - This sensor is mounted high above the lifeguard station and will have very clean fetch to it from the WSW to NE directions.



About these sensors: These are the latest in weather sensing technology and incorporate both innovative hardware (no moving parts) that detects wind, barometric pressure, humidity, temperature, rainfall, UV and lightning strikes AND very advanced weather forecasting in the cloud (pardon the pun) that brings highly localized forecasting based on historical patterns at that exact sensor. We believe this will increase our safety and enjoyment of the wind and water.

Second, the Weatherflow offer

These sensors and others are accessible only by paid subscribers of a Weatherflow service. There are 2 levels of paid available via the special pricing, Plus and Pro. Full list of features [here](#).

Plus: This includes access to "green" stations, of which these 2 new ones are, additional forecast models such as WRF are also included.

- The normal cost of the plus service is (\$USD) \$3.99 / month (cancel any time) or \$44.99 / year (cancel any time)
- The special offer is a \$10 credit on either option. This equates to ~\$44 CDN for the year or the cost of a coffee a month!



Pro: Also includes a twice daily professional (human) wind forecast tailored for these locations. (7am and 7pm).

- The normal cost of the plus service is (\$USD) \$9.99 / month (one year term) \$19.99 / month (cancel any time) or \$119.99 / year (cancel any time)
- The special offer is a \$20 credit on either of the full year options. This equates to ~\$100 CDN for the year or the cost of 2 Starbucks coffees a month!

Access to these stations and the services will most definitely pay for itself in reduced wasted driving and the anguish of missed sessions.

Here is how you take advantage of this offer:

[iKITESURF PLUS](#) and [PRO](#)

[iWINDSURF PLUS](#) and [PRO](#)

[SAILFLOW PLUS](#) and [PRO](#)

For general questions: ontweatherstations@gmail.com

FAQ

Q: Why is Weatherflow doing this?

A: Our local Kiteboarding community contacted Weatherflow about the possibility of locating stations in key areas around Toronto that are underserved with wind sensors. The leadership team of Weatherflow was saddened to hear of the passing of Jason Maloney related to extreme weather. They were interested in finding a way to work with the local community to collaborate on placement of sensors in locations that could improve safety and understanding of the weather. This is the result.

Q: Who was Jason Maloney?

A: Jason was a much loved and very visible kiteboarder and waterfront personality in the Toronto Area. He was tragically taken during an extreme weather event in November 2020.

Q: Why does this have to be a paid service? Why can't we just have links to the sensors?

A: Weatherflow, the developer of these innovative products and services, has a business model that is based upon aggregating weather data and its value. They cannot simply open the access to the data as it is crucial to the model of their business. It is expensive to develop and deliver these valuable capabilities.

Q: What if I sign up at the special price and on renewal it goes back to the original price?

A: WeatherFlow will honor the discount for the foreseeable future. Tap the Contact Us button in the app.

Q: What is “Ourkitelife” that I see when signing up?

A: The team at the Youtube channel Ourkitelife were instrumental in volunteering their time and initiating the project with WeatherFlow. Ourkitelife is not benefiting financially from subscriptions but check them out!

Q: What if a station is off line?

A: These sensors may occasionally be unavailable due to a number of reasons including: Internet access, solar power, vandalism, hardware issues. We will do our best to work with the city and WeatherFlow to keep the service running smoothly.

Q: If I find that the station is offline, who do I report it to?

A: There is no need to report such occurrence, the administrators of the station will be informed automatically when a station stops sending data do the network. There may be delays in a station coming back online depending on the issue. If you have general questions about the stations you can email: ontweatherstations@gmail.com