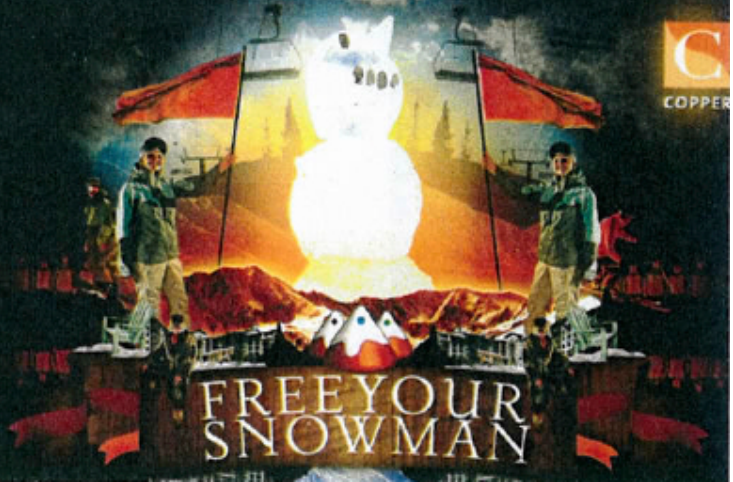


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Snowmen saying 'Hi' on Pena Blvd.

written by: Jeffrey Wolf, Web Producer

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Courtesy: Copper Mountain



Courtesy: Copper Mountain

DENVER – Snowmen are waving hello to travelers arriving from Denver International Airport.

The 10 life-size snowmen were put near the Green Valley Road exit of Pena Boulevard for by Copper Mountain Ski Resort.

The snowmen are holding signs, asking for a lift to the ski resort as part of a marketing campaign.

Copper says all of its 21 lifts are open and the ski area has had 5 feet of snow in December.

The snowmen will only be on the side of the road until the end of the week.

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Snowmen saying 'Hi' on Pena Blvd.



Courtesy: Copper Mountain



Courtesy: Copper Mountain

INDUSTRY: Tourism

TACTIC(S): GUERILLA-PR-DIGITAL HYBRID - 30 snowmen hitch-hiking to resort

TARGET(S): Tourists undecided on the resorts at which they'll ski