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Color photo with cutline on SnowJam event (While **Brian Head Resort** is not noted in the cutline, this advance coverage of SnowJam resulted from BHR PR efforts and it promoted an event featuring BHR. Multiple specific mentions of BHR are included in subsequent story.

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DEL MAR: Shopping at the Snow Jam

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 Niki Juchum, 13, models a ski jacket for her mother, Renata Ochabski, at the Snow Jam at the Del Mar Fairgrounds on Friday. Salesman Ricky Gonzalez holds some skis Ochabski was considering buying. The Snow Jam is the county's largest preseason ski and snowboarding products expo. The event continues Saturday and Sunday. Call 951-587-6266 or visit snowjamshow.com for details.

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(Photo by Bill Wechter - Staff photographer) Buy this photo

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