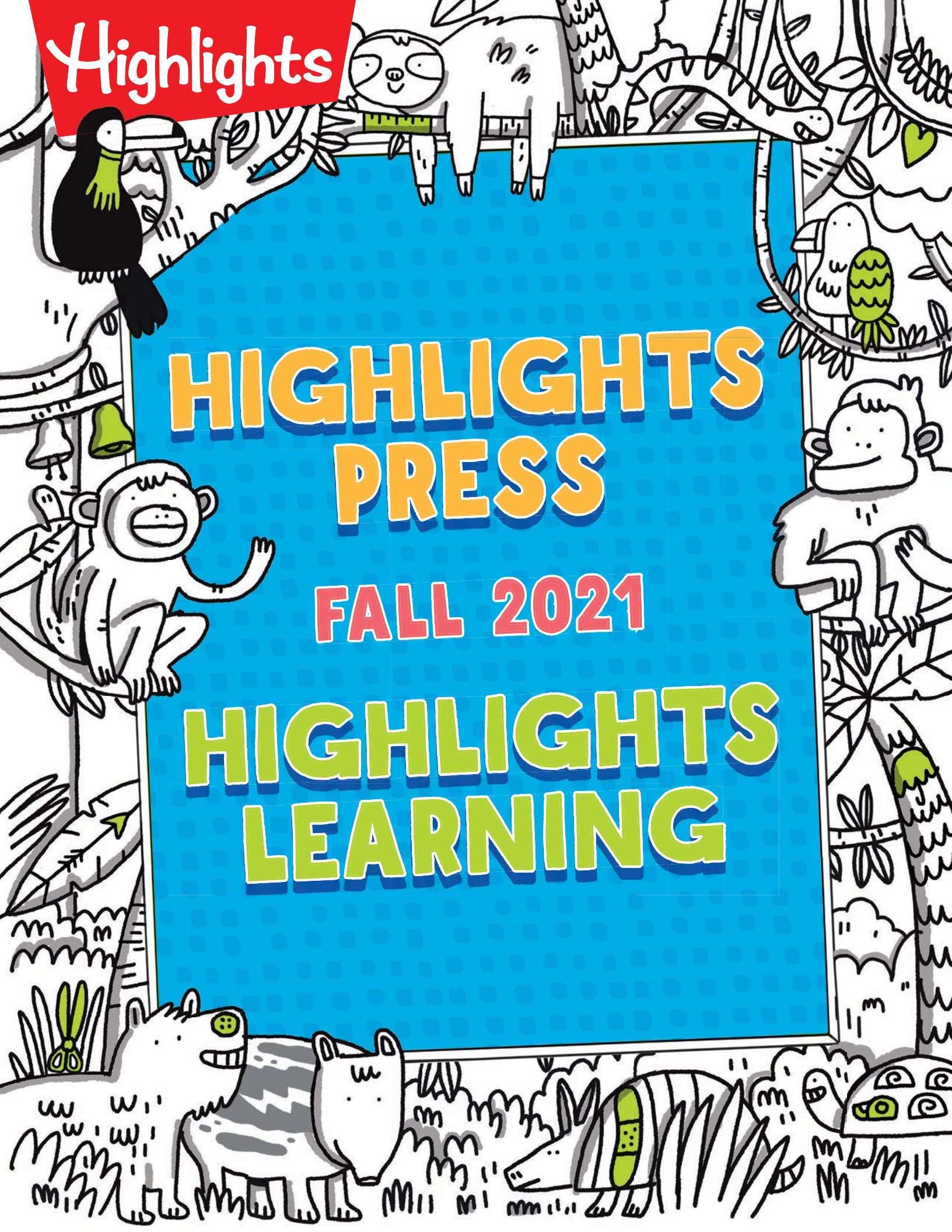


Highlights

# HIGHLIGHTS PRESS

FALL 2021

# HIGHLIGHTS LEARNING

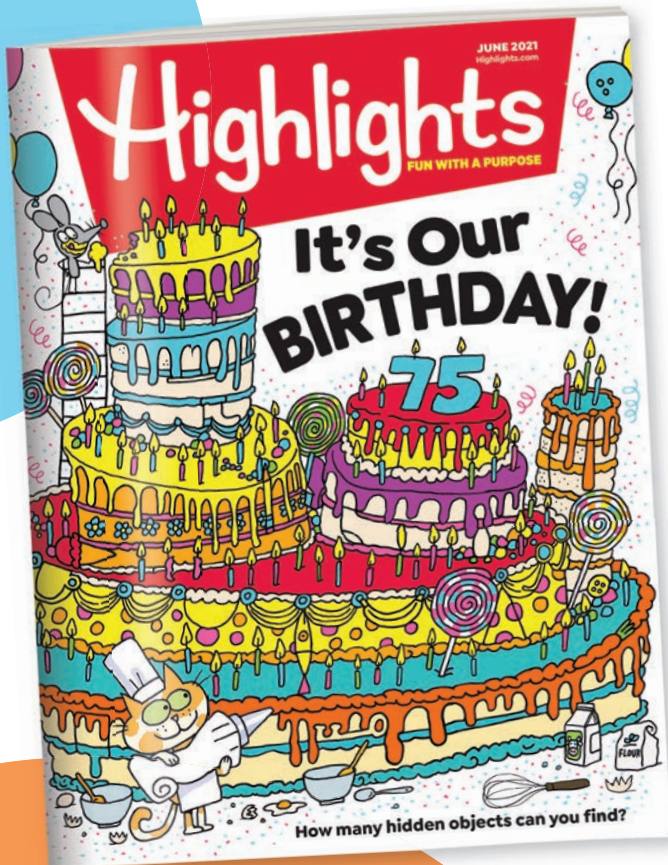


# fun WITH A purpose



Highlights magazine, turning 75 years young, is the most-read children's magazine in the U.S. With over 1 billion magazines distributed and more than 2 million books sold each year, we know kids, and we know fun!

Beginning June 2021 and continuing throughout 2022, Highlights' innovative marketing and promotional initiatives will help educators, support families, and engage even more kids.



- National events
- National media coverage
- Multimillion-dollar advertising campaign
- Promotional partnerships
- Licensed product
- Boutique retail tentpole event:
  - Special terms incentive—stock up and showcase Highlights books during peak marketing activation week, August 9–16, or any time through the end of the year.
  - Merchandise books and licensed products together.
  - Retail marketing support includes a display contest, point-of-sale support, and the Highlights Experience event kit (see page 36 for more information).

Join the 75th anniversary celebration, and participate in Highlights' mission to raise curious, creative, caring, and confident kids now and for generations to come.

All it Takes Is ...

a Page.

a Puzzle.

a Letter.

a Storybook.

a Partnership.





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Highlights Learn-on-the-Go Practice Pads

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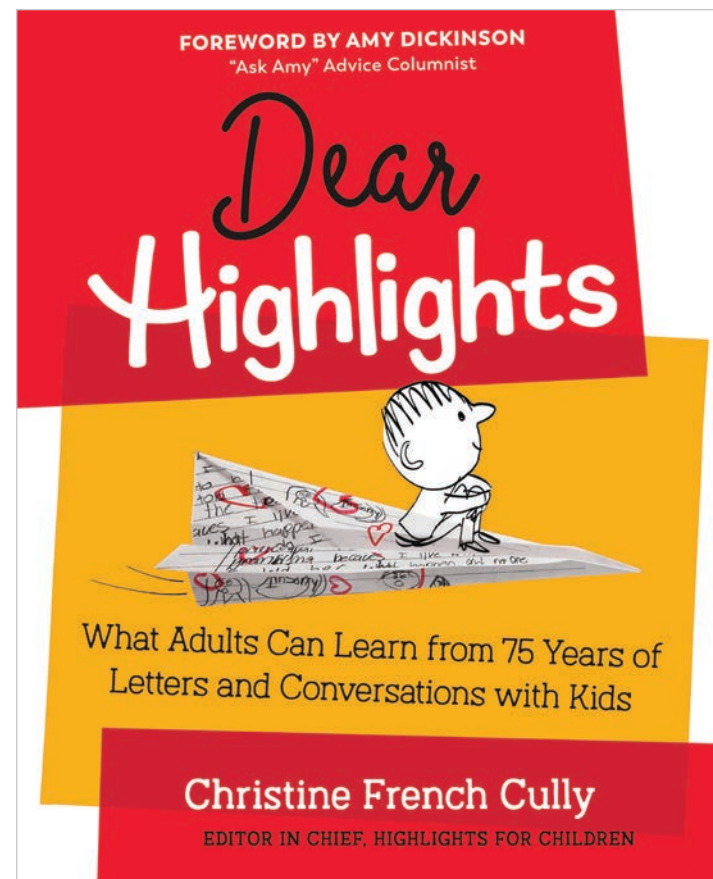
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**ALL PRICES ARE SUBJECT TO CHANGE.**



# DEAR HIGHLIGHTS

What Adults Can Learn From 75 Years of Letters and Conversations with Kids



Introducing a New Category

A 75th Anniversary Publishing Event  
75 YEARS YOUNG

**From the foreword by nationally syndicated columnist Amy Dickinson:**

*"In times of great stress or trouble, Mr. Rogers advised children: 'Look for the helpers. You will always find people who are helping.' That's exactly what children writing to 'Dear Highlights' find when they put pen to paper: Helpers whose open-minded trust and kindness surely has made our world a better place."*

AUGUST  
DEAR HIGHLIGHTS: WHAT ADULTS CAN LEARN FROM 75 YEARS OF LETTERS AND CONVERSATIONS WITH KIDS

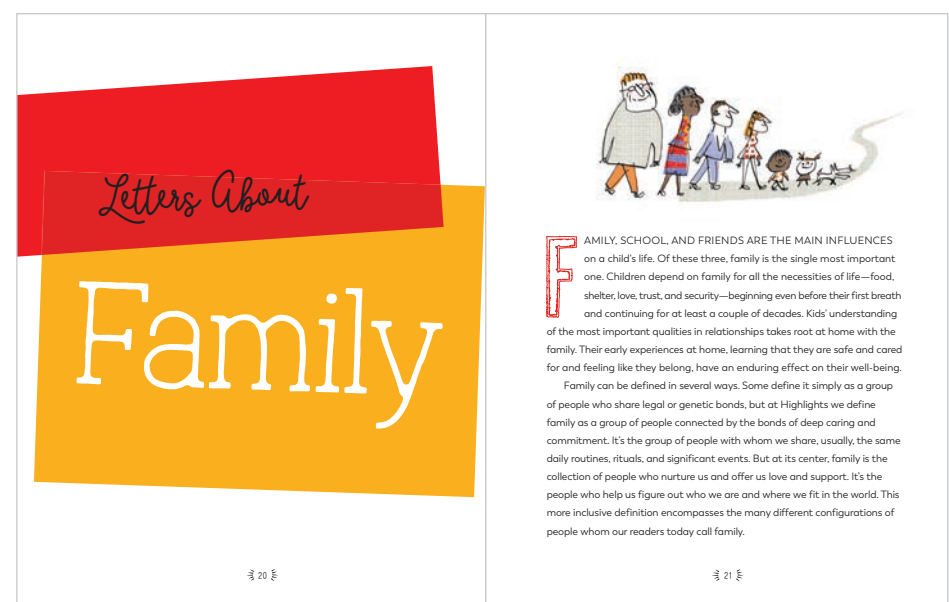
ISBN 978-1-64472-325-8  
9 781644 172325 8

## Dear Highlights: What Adults Can Learn From 75 Years of Letters and Conversations with Kids

Over the last 75 years, Highlights has received and responded to hundreds of thousands of letters from children, which are now archived at The Ohio State University.

- Arranged thematically, this curated collection captures timeless themes relevant to every child: family and friends, feelings, hopes and dreams, societal concerns, current events, and COVID-19; and, in the final chapter, truly challenging experiences some kids face, including grief, loss, and abuse.
- The children's letters, poems, and artwork in *Dear Highlights* form a voice of modern childhood in all its complexities and universal themes.

AGES ADULT • 336 PAGES • FULL-COLOR ILLUSTRATIONS • 7 X 9  
WORLD RIGHTS • HARDCOVER • \$24.99 U.S. / \$33.99 CAN



**I'll Be Mad**  
If my brother knocks over my tower of blocks  
I'll be madder than Mommy when he breaks something  
I'll be madder than the sky in a thunderstorm  
I'll be madder than a tree when it falls down  
I'll be madder than flowers in a rainstorm  
I'll be madder than the ocean when the waves get high  
I'll be madder than a ship when it sinks  
I'll be mad as mad can be  
But I'll forgive him.  
—Katie, age 6, 2000



**Dear Scott,**  
You might try to explain to your mom what you think you gain by reading these books. For example, since a lot of kids read and collect such books, many of them make new friends by talking about the books with their classmates. Perhaps you could reach a compromise in which you agree to read one or two books that are not science fiction for each *Animorphs* book you read. Regardless of what you and your mom decide what is best for you, you must respect her decision. Keep in mind that there are many excellent books, full of adventure, that are not science fiction. Your librarian can help you find some.  
—Scott, 2000

**Dear Friend,**  
We're so glad to hear that you're proud of your brother for constructing his toy lightsaber. We understand why your feelings could be confusing—but they are good feelings! The pride and happiness that you feel is probably a result of watching him improve. Have you been teaching him or giving him tips? Have the two of you spent a lot of time practicing together? No doubt your brother is proud of himself, too. Younger siblings often look up to older siblings, and being able to defeat you in play fighting is a big milestone for him. You are watching him grow up, little by little, and because you have been a key player in this part of his childhood, you can share in his happiness. We hope you and your brother continue to bond—over lightsabers or anything else—for a long time.  
—Anonymous, 2020



**Christine French Cully** is a writer, advocate for children, and longtime editor in chief of *Highlights* magazine. A frequent speaker at writers' and educators' conferences and the host of the *Dear Highlights* podcast, Cully is an outspoken and trusted voice on issues that impact children. Over the course of her career, she has advocated for kids and has worked to elevate their voices, providing thoughtful advice not only to parents but to kids directly. She has personally answered thousands of kids' letters received at Highlights over the years and continues to do so every week. Cully lives in Nashville, Tennessee.

### MARKETING

- National Media—Top-Tier Broadcast, Digital, and Print
- Paid & Organic Social Media
- *Dear Highlights* Podcast featuring child psychology, education, or child development experts
- Bookstore/Speaking Tour (in-person/virtual)—Boston, Chicago, NYC, Seattle, Washington, DC, Nashville, and more
- *Highlights* & *High Five* Magazine Cover Wraps
- *High Five* Magazine "Letter to Parents"
- Dedicated Email Campaigns to Millions of Highlights Consumers
- Trade, Wholesale, and Retail Marketing
- Regional Bookseller Holiday Catalog Placement
- ARC & Bound Book Key Account Mailings
- Book Trailer & Other Video Content
- Highlights Foundation Programming
- Special terms available

# HIGHLIGHTS BOOKS OF KINDNESS

## We're Better Together: A Kindness and Community Activity Book

**NEW**



A beautifully illustrated activity book companion to the Highlights Books of Kindness, including *We're Better Together*, this 48-page paperback adaptation weaves puzzles, activities, and thoughtful questions into the existing narrative to deepen engagement with young readers.

Celebrate the joys of community and spark meaningful conversations about kindness, cooperation, and working together as young readers engage with every page as they solve simple mazes, matching activities, and more, while also answering thoughtful questions that help connect the story to their own experiences.

AGES 3-6 • 48 PAGES • FULL-COLOR ILLUSTRATIONS • 10 X 10 • WORLD RIGHTS • PAPERBACK  
\$6.99 U.S. / \$9.99 CAN

SEPTEMBER  
WE'RE BETTER TOGETHER:  
A KINDNESS AND COMMUNITY ACTIVITY BOOK

ISBN 978-1-64472-628-0  
9 781644 726280



WE'RE BETTER TOGETHER:  
A BOOK ABOUT COMMUNITY

ISBN 978-1-64472-328-9  
9 781644 723289

"A tribute to human kindness, empathy, and mutual support. Useful and jolly."

—Kirkus Reviews



KINDNESS COUNTS 123

ISBN 978-1-68437-652-0  
9 781684 376520

"Featuring a diverse cast of kids and beautiful illustrations, these are both excellent books to read aloud in a classroom or at home before bedtime."

—Red Tricycle



ABCs OF KINDNESS

ISBN 978-1-68437-651-3  
9 781684 376513

"A great option for encouraging children to treat others with consideration and respect."

—School Library Journal

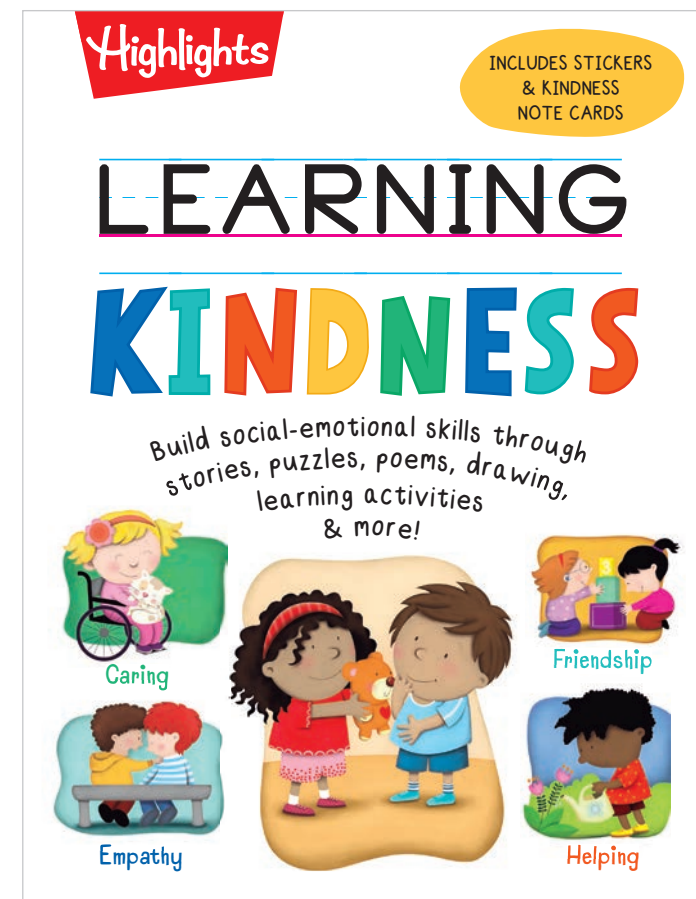
The Highlights Books of Kindness collection provides unique social-emotional learning opportunities for preschoolers to learn about the importance of community, working together, and what it means to be kind and caring.

- The perfect read-aloud at home or in the classroom, young children will learn about empathy, compassion, gratitude, and ways to be their best selves wherever they go.
- Titles feature durable, cardstock pages, kid-friendly illustrations, and simple, accessible words.

AGES 2-5 • 26 PAGES • FULL-COLOR ILLUSTRATIONS • 9 X 9 • WORLD RIGHTS • HARDCOVER PICTURE BOOK WITH CARDSTOCK PAGES  
\$12.99 U.S. / \$17.99 CAN

# LEARNING KINDNESS ACTIVITY BOOK

HIGHLIGHTS PRESS



Highlights

INCLUDES STICKERS & KINDNESS NOTE CARDS

## LEARNING KINDNESS

Build social-emotional skills through stories, puzzles, poems, drawing, learning activities & more!



SEPTEMBER  
LEARNING KINDNESS

ISBN 978-1-64472-664-8  
9 781644 726648

## Learning Kindness

This essential workbook helps preschoolers and kindergartners build social-emotional learning skills by combining letter and number puzzles and practice with open-ended questions and activities about kindness, empathy, friendship, and cooperation.

Preschoolers and kindergartners will practice identifying emotions, using language to express feelings, and placing themselves in situations that call for kindness and empathy.

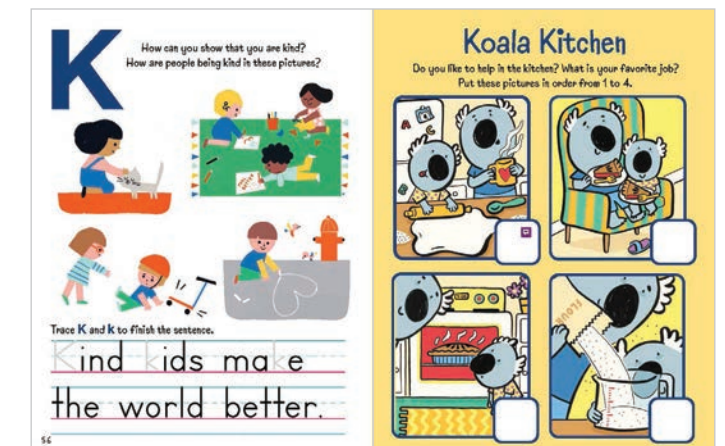
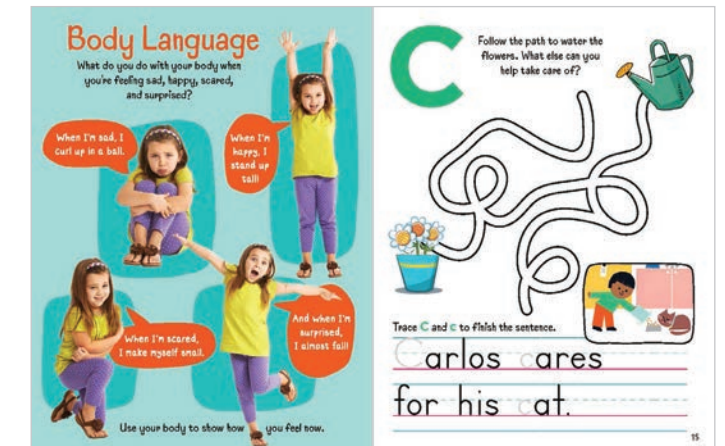
With 192 pages of Hidden Pictures puzzles, mazes, stories, letter tracing, counting, and more that will help kids understand how to be a caring friend, neighbor, and citizen, this book has incredible value for parents and teachers alike.

Bonus crafts, recipes, stickers, and note cards offer more hands-on ways for kids to put kindness into practice.

AGES 3-6 • 192 PAGES • FULL-COLOR ILLUSTRATIONS • 8 3/8 X 10 7/8 • WORLD RIGHTS • PAPERBACK  
\$12.99 U.S. / \$17.99 CAN

**NEW**

Stickers and Kindness Note Cards Included



### MARKETING

- Downloadable activity sheets and in-store retail event kit
- Book trailer video
- Influencer outreach
- Special terms available

# HIDDEN PICTURES

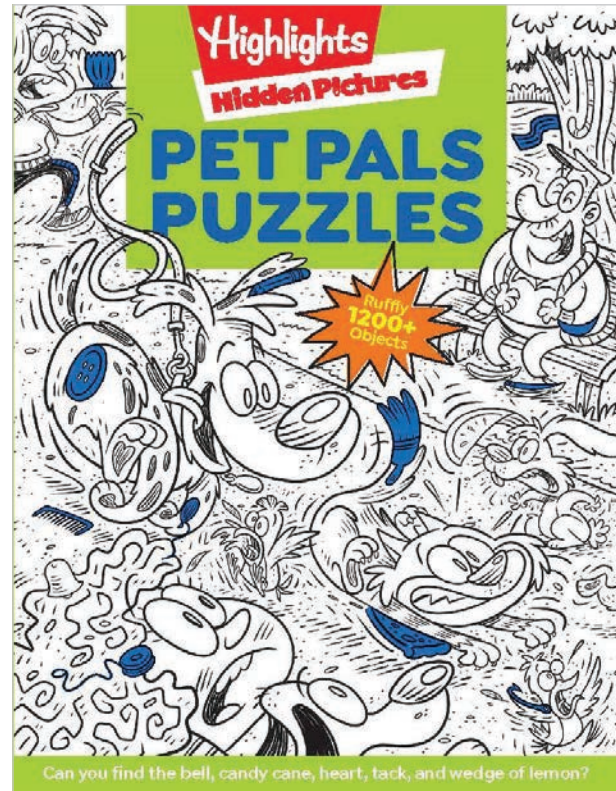
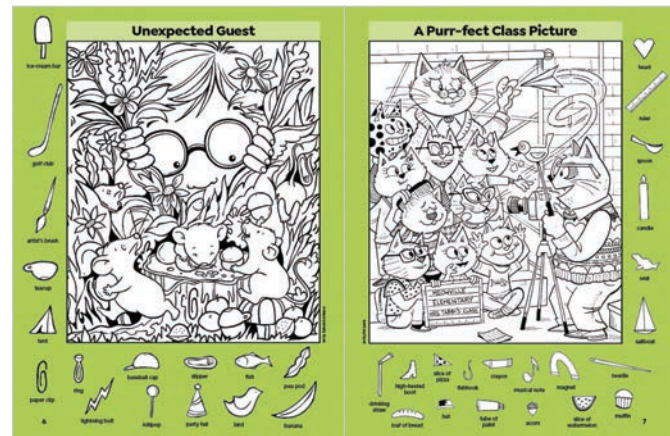
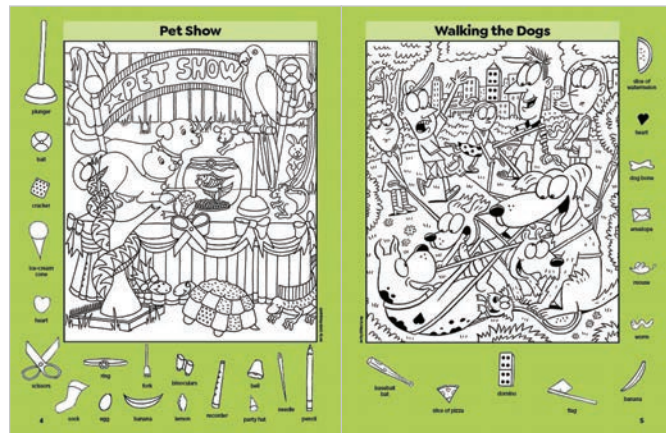
**NEW**

## Pet Pals Puzzles

All kinds of pets can be found in this Hidden Pictures puzzle book that joins our best-selling Hidden Pictures series! It features over 100 pet-themed scenes and more than 1,200 hidden objects in our iconic black-and-white puzzles.

With illustrations of playful puppies, cool cats, and other hilarious pets, each black-and-white puzzle in this book is carefully designed to engage and entertain children while honing their concentration skills and attention to detail.

AGES 6-9 • 144 PAGES • FULL-COLOR AND BLACK-AND-WHITE ILLUSTRATIONS • 8 3/8 X 10 7/8 • WORLD RIGHTS PAPERBACK • \$9.95 U.S. / \$12.95 CAN



SEPTEMBER  
PET PALS PUZZLES  
ISBN 978-1-64472-507-8  
9 781644 725078

See our entire Hidden Pictures collection on pages 8-9.

**NEW**



AUGUST  
BEST HIDDEN PICTURES PUZZLES EVER  
ISBN 978-1-64472-508-5  
9 781644 725085

## Best Hidden Pictures Puzzles EVER

Published to celebrate the 75th anniversary and perfect for anchoring retail events, this engaging collection celebrates the very best of Highlights Hidden Pictures puzzles.

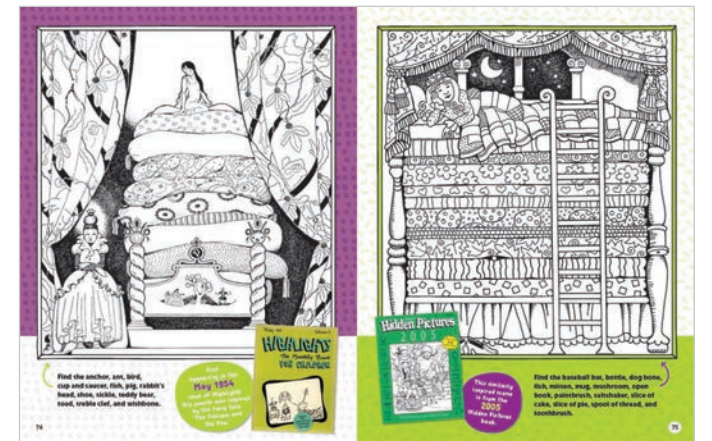
Created for puzzle-loving kids ages 6 to 106, this book is bursting with classic puzzles, photo puzzles, inverted puzzles, two-player puzzles, full-color puzzles, photo puzzles, and our trademark black-and-white puzzle format, all woven together with our wholesome humor. It provides hours of puzzling fun for seek-and-find fans.

With more than 20 different types of Hidden Pictures puzzles, 1,550+ hidden objects, as well as fun and silly facts about these unique creations, there's something for everyone in this "best of" collection.

AGES 6 AND UP • 144 PAGES • BLACK-AND-WHITE ILLUSTRATIONS • 8 3/8 X 10 7/8 WORLD RIGHTS • PAPERBACK • \$9.95 U.S. / \$12.95 CAN

A 75th Anniversary Publishing Event

75 YEARS YOUNG



### MARKETING

- Book trailer video
- The Highlights Experience Event Kit
- Downloadable activity sheets
- Corrugated floor display
- Special terms available

# HIDDEN PICTURES

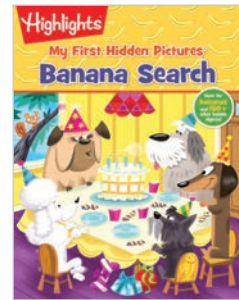
## Highlights My First Hidden Pictures

First Hidden Pictures puzzle collections include more than 20 full-color puzzles and over 100 hidden objects to find.

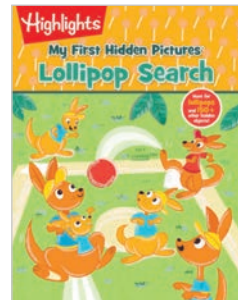
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**SOCK SEARCH**  
ISBN 978-1-68437-164-8  
9 781684 371648



## Highlights Sticker Hidden Pictures

Designed for younger puzzlers, each Sticker Hidden Pictures book contains eight pages of vibrant stickers to mark the hidden objects.

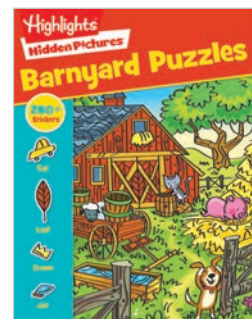
AGES 3-6 • 96 PAGES PLUS 8 PAGES OF STICKERS • FULL-COLOR AND BLACK-AND-WHITE ILLUSTRATIONS • 8 3/8 X 10 7/8 • WORLD RIGHTS  
PAPERBACK • \$9.95 U.S. / \$12.95 CAN



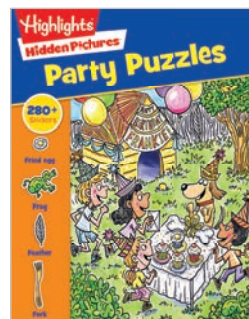
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9 781620 917640



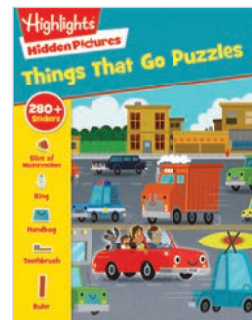
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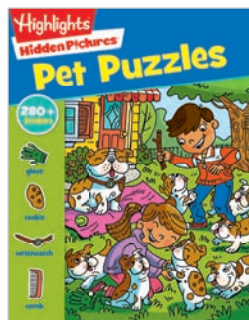
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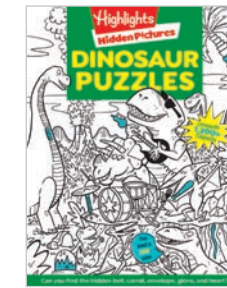
OVER THREE MILLION HIDDEN PICTURES BOOKS SOLD!

## Highlights Hidden Pictures

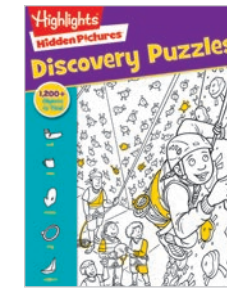
Just in time for our 75th anniversary, our best-selling **Hidden Pictures** series is being redesigned and refreshed!

Each Hidden Pictures puzzle is carefully designed to engage and entertain children while honing their concentration skills and attention to detail.

AGES 6-9 • 144 PAGES • BLACK-AND-WHITE ILLUSTRATIONS • 8 3/8 X 10 7/8  
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\$9.95 U.S. / \$12.95 CAN



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**DISCOVERY PUZZLES**  
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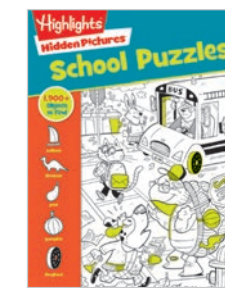
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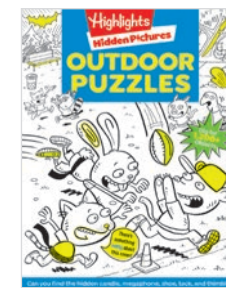
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9 781620 917756



**SPLISH SPLASH**  
ISBN 978-1-62091-774-9  
9 781620 917749

## Highlights Super Challenge Hidden Pictures

Designed for expert puzzlers with the trickiest, most mind-boggling Hidden Pictures puzzles.

AGES 8 AND UP • 144 PAGES • BLACK-AND-WHITE ILLUSTRATIONS • 8 3/8 X 10 7/8 • WORLD RIGHTS  
PAPERBACK • \$9.95 U.S. / \$12.95 CAN

## The Hardest Hidden Pictures Book Ever

- Find more than 1,500 objects hidden in 144 pages of the most difficult Hidden Pictures puzzles. The book offers all types of challenging Hidden Pictures puzzles, including photo puzzles, puzzles without clues, unscrambles, and more.

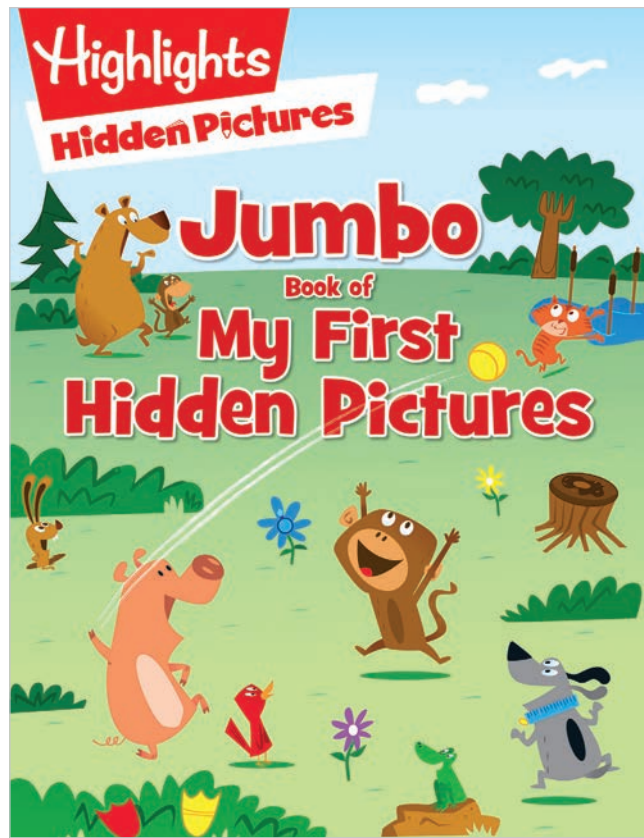
- Perfect for older kids who love Hidden Pictures puzzles and want an extra challenge.

AGES 8-12 • 144 PAGES • FULL-COLOR AND BLACK-AND-WHITE ILLUSTRATIONS • 8 3/8 X 10 7/8  
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**THE HARDEST HIDDEN PICTURES BOOK EVER**  
ISBN 978-1-64472-334-0  
9 781644 723340

# JUMBO BOOKS AND PADS



**NEW**

## Jumbo Book of My First Hidden Pictures

Perfect for the youngest puzzlers, this jumbo book is jam-packed with hilarious Hidden Pictures puzzles and other activities that extend the puzzle experience.

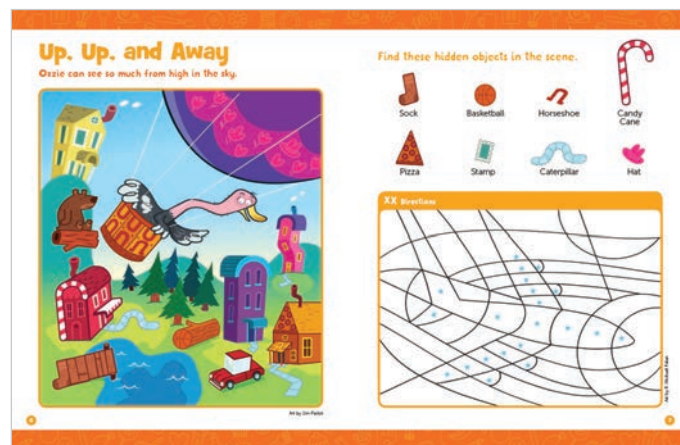
The younger companion to the best-selling *Jumbo Book of Hidden Pictures*, this book contains more than 115 colorful Hidden Pictures puzzles, along with bonus mazes, drawing prompts, tracing activities, and more.

This book is specially designed to entertain emerging puzzle lovers and to help develop visual perception and problem-solving skills. Makes a fun activity for family game night or a great gift for any occasion.

AGES 3-6 • 256 PAGES • FULL-COLOR ILLUSTRATIONS • 8 3/8 X 10 7/8 WORLD RIGHTS • PAPERBACK • \$12.99 U.S. / \$17.99 CAN

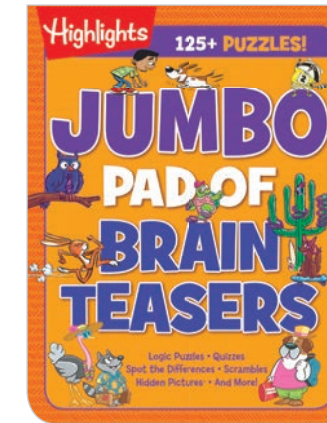
SEPTEMBER  
JUMBO BOOK OF MY FIRST HIDDEN PICTURES

ISBN 978-1-64472-506-1  
9 781644 725061

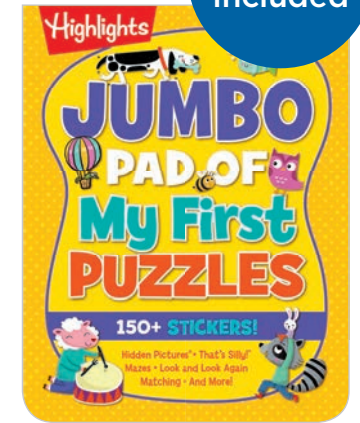


- Best-selling collection of jumbo books loaded with fun activities that vary in complexity like word searches, crosswords, riddles, codes, and logic puzzles.
- Answers appear on the back of each removable sheet in the pads.

AGES 3-9 • 256 PAGES • BLACK-AND-WHITE AND FULL-COLOR ILLUSTRATIONS • 8 3/8 X 10 7/8 • WORLD RIGHTS • PAPERBACK  
\$12.99 U.S. / \$17.99 CAN

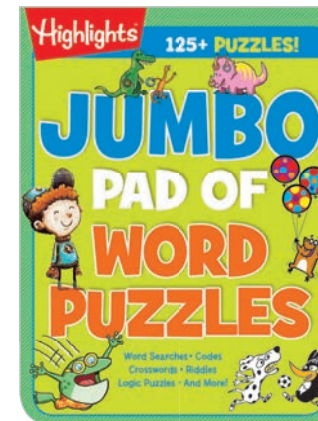


JUMBO PAD OF BRAIN TEASERS  
ISBN 978-1-68437-919-4  
9 781684 379194

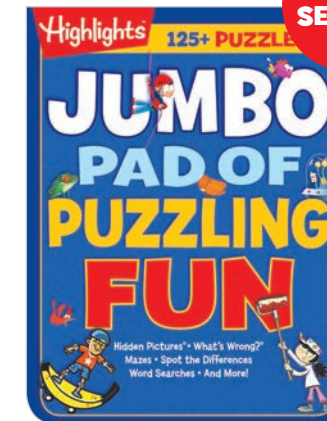


JUMBO PAD OF MY FIRST PUZZLES  
ISBN 978-1-68437-918-7  
9 781684 379187

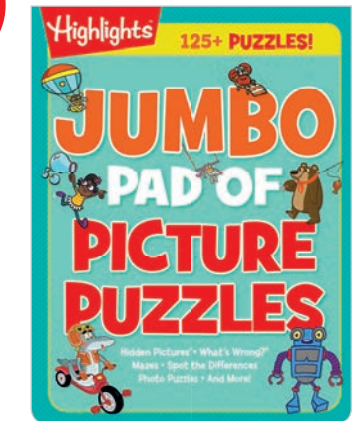
**BEST SELLER!**



JUMBO PAD OF WORD PUZZLES  
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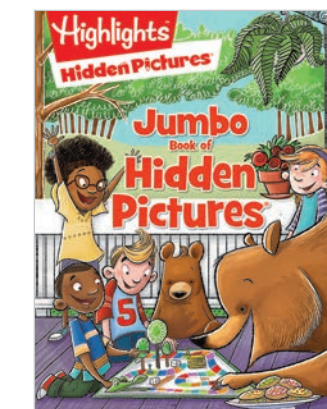
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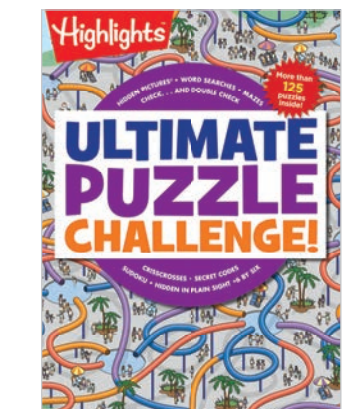
JUMBO PAD OF PICTURE PUZZLES  
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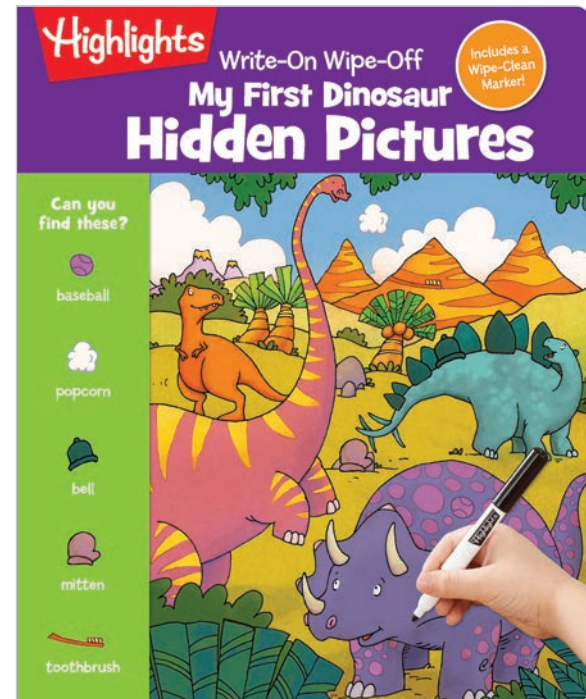


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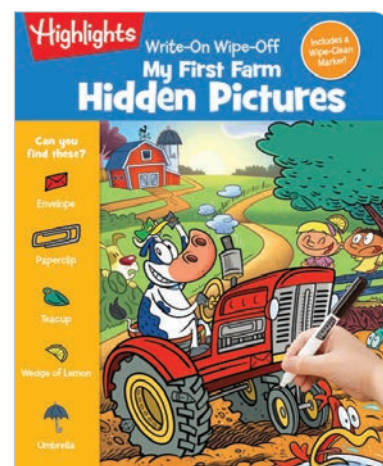
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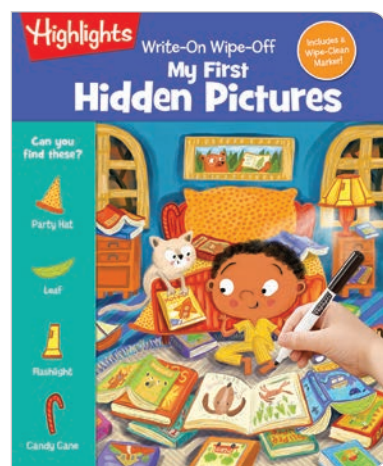
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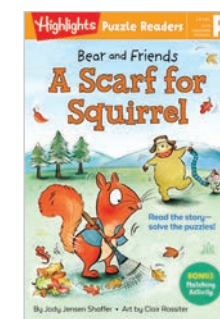
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We continue to raise the bar with our unique approach that integrates puzzles and stories to motivate children to read the story, solve the puzzle, and then go back and do it again! In Level 1, we're introducing endearing new characters Maggie, a scatter-brained magpie, and Pie, a rule-following pigeon. In Level 2, we meet Knox, a snail mail carrier. Both levels have value-add activities—recipes in Maggie and Pie and jokes in Knox Knocks.

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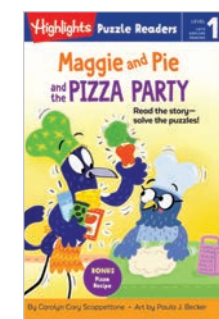
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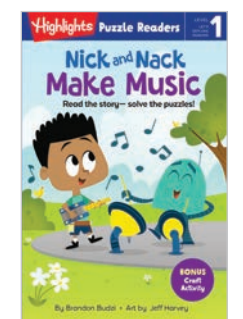
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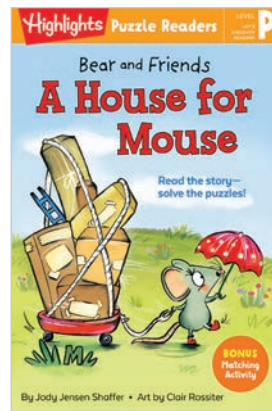
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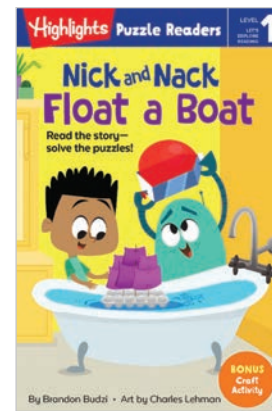
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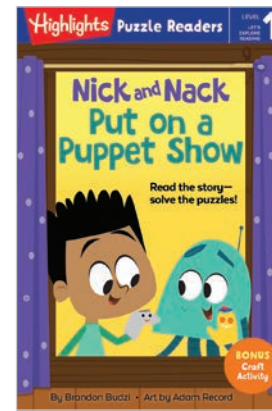
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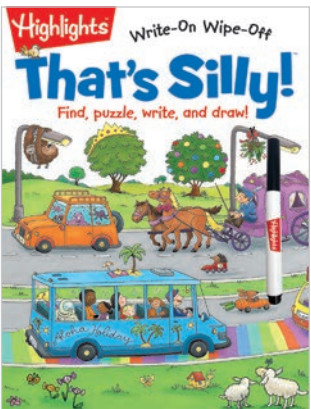
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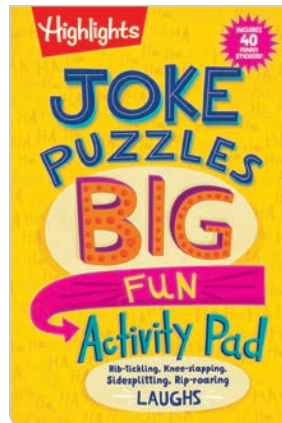
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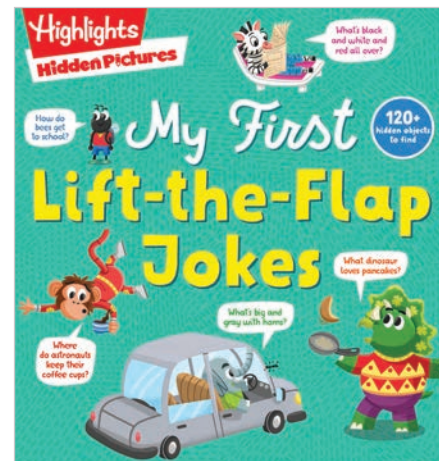
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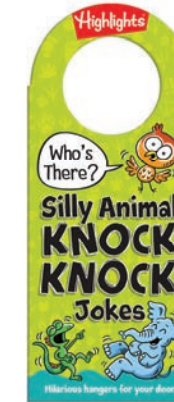
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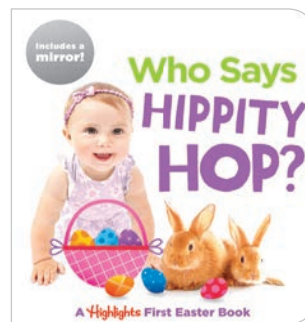
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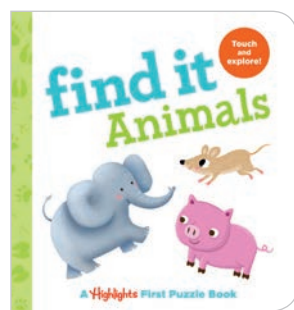


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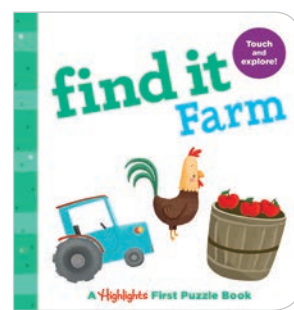
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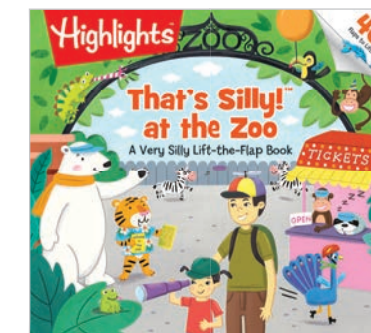
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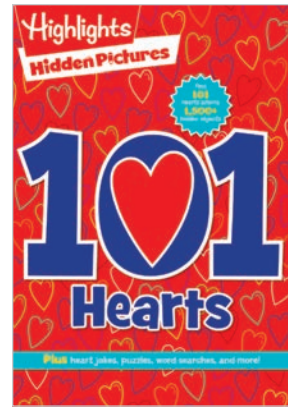


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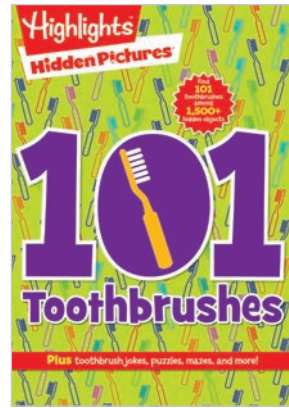
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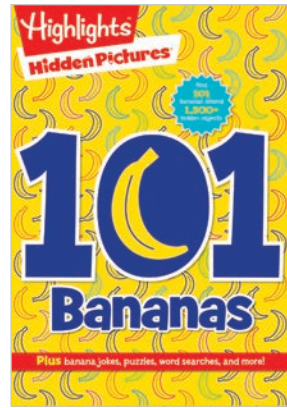
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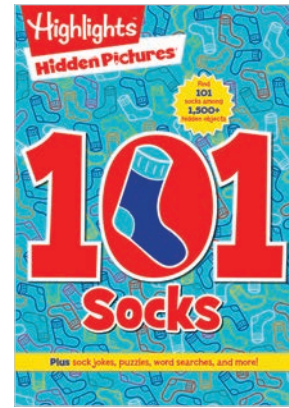
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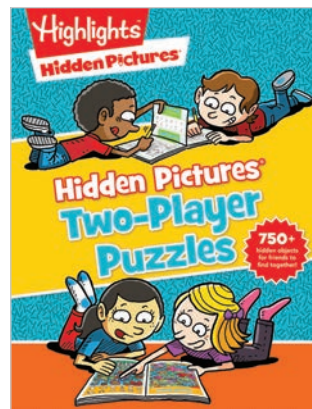
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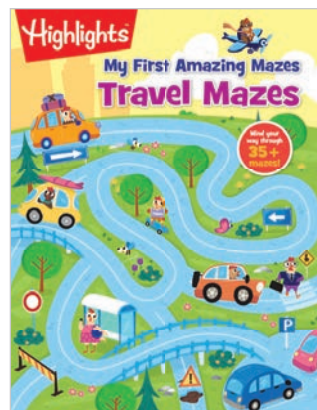
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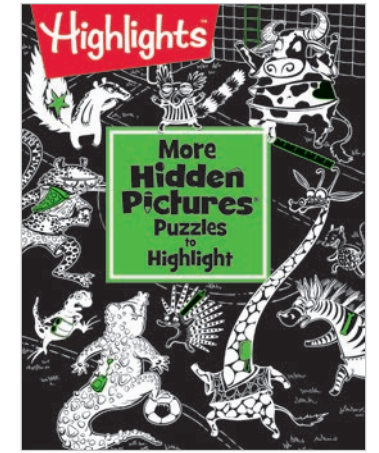
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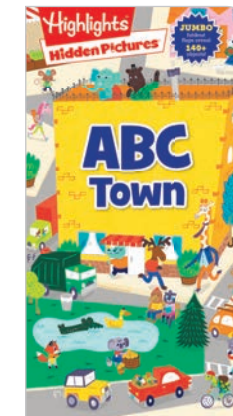
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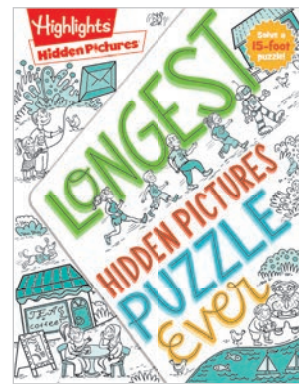
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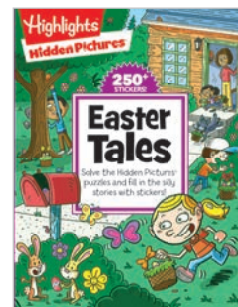
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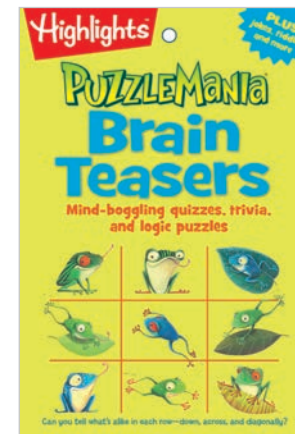
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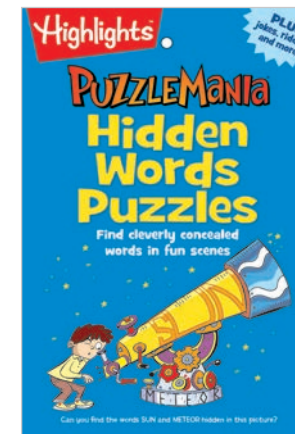
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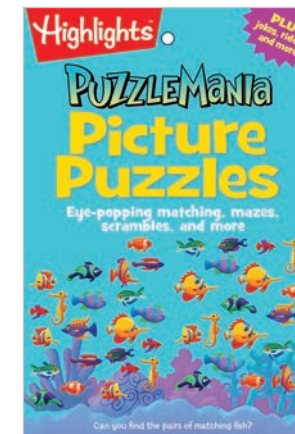
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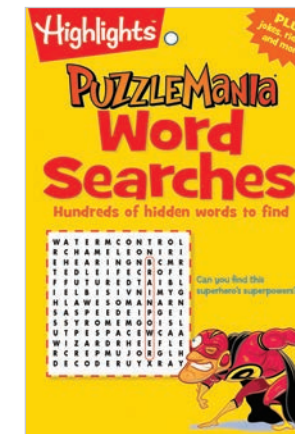
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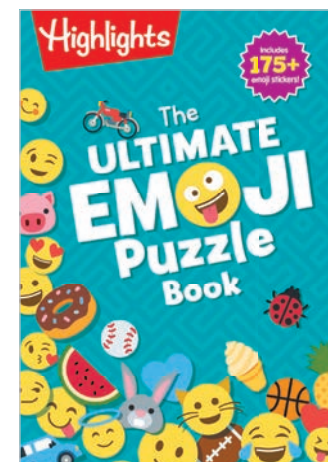
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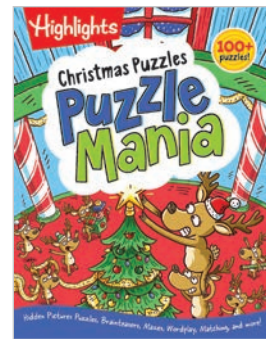
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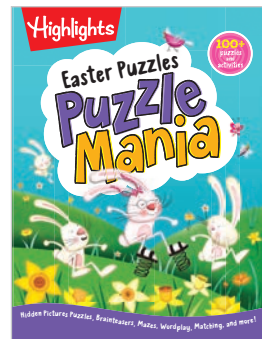
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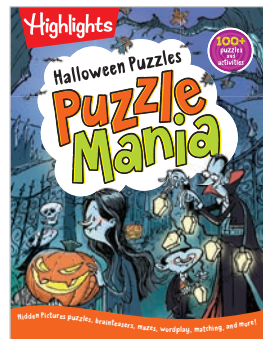
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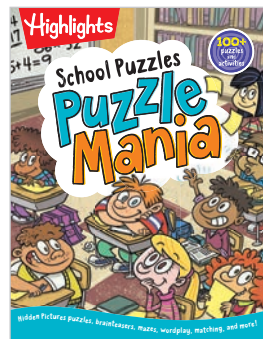
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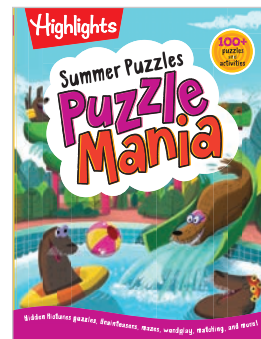
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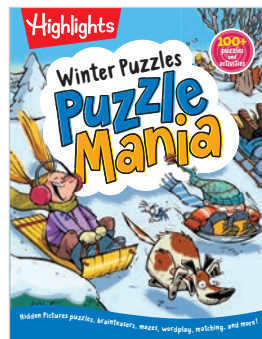
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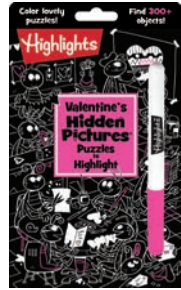
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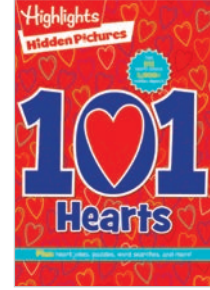
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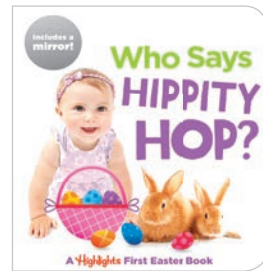


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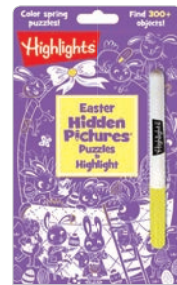
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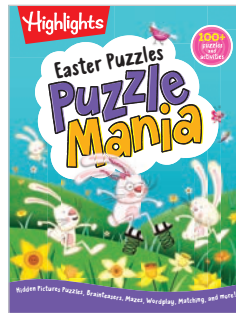
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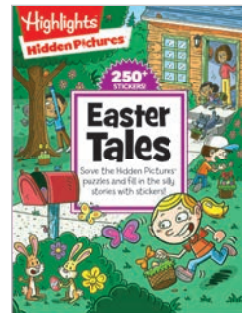
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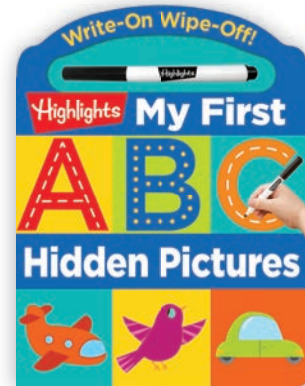


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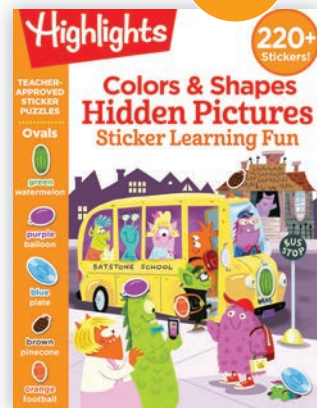
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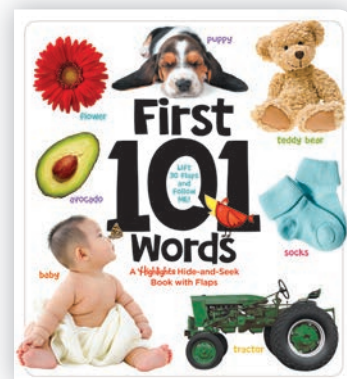
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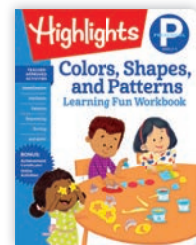
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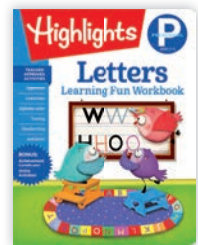
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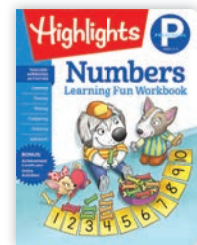
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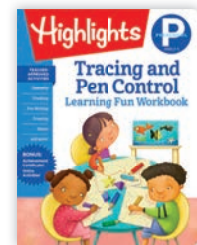
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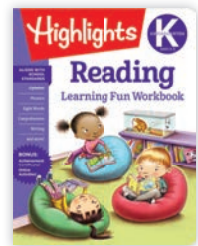
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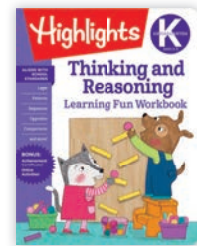
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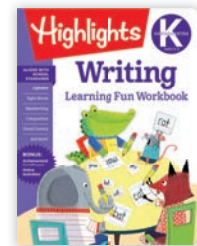
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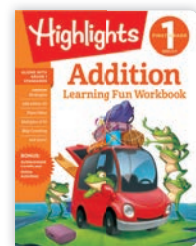
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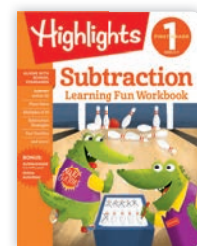
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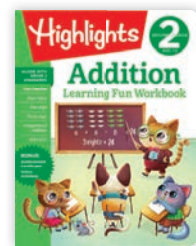
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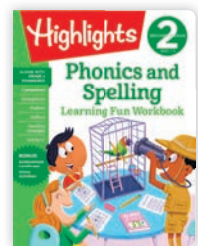
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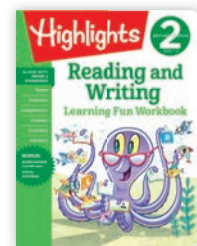
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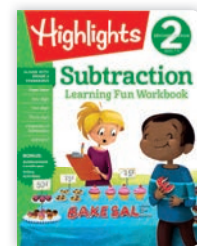
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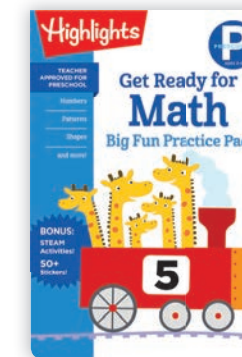
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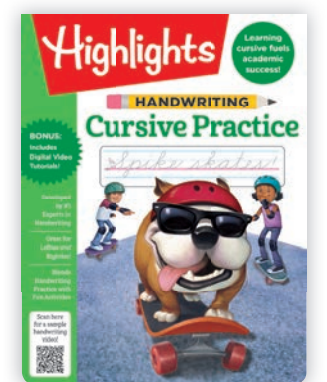
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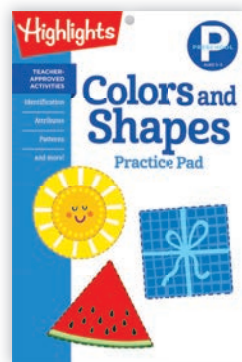


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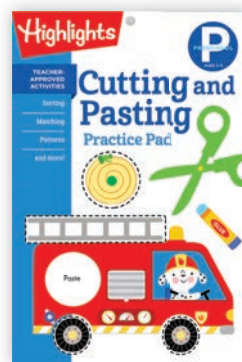
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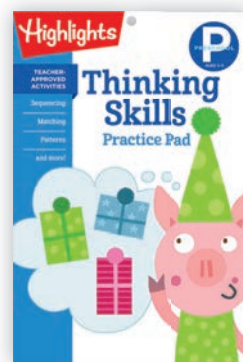
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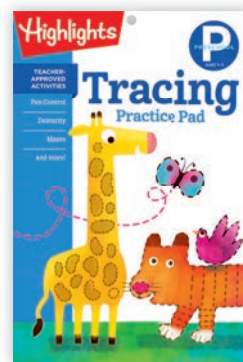
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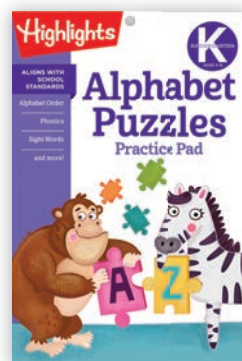
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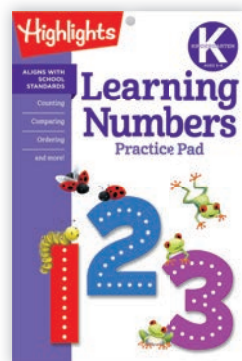
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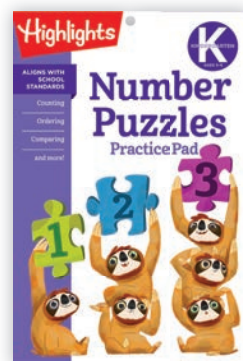
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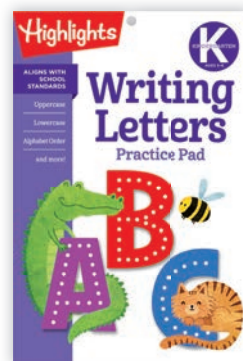
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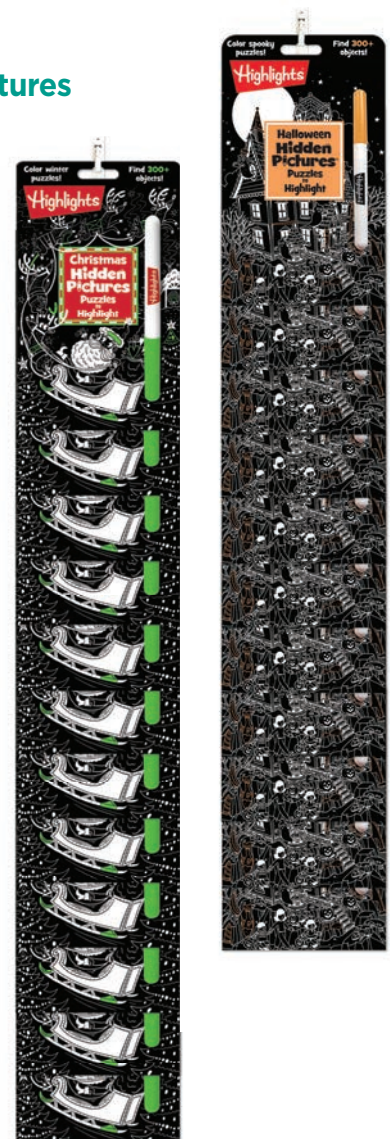
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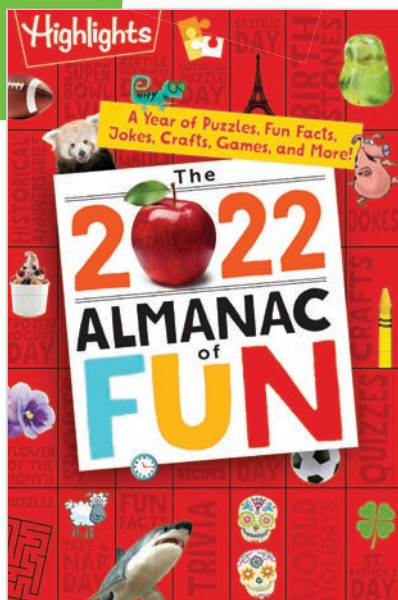
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