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Daniel Sturm
 Town Supervisor
 Extension 102

Phone (845)583-4350 Fax (845)583-0225

Kelly Bonnaci
 Confidential Secretary

Welcome to another great season in the Town of Bethel.

There are so many things about Bethel that make us a unique and wonderful place to visit and to live. We have a lively spirited Town Center, beautiful parks and gardens, and many special rivers and streams. Bethel has something for everyone. We are glad you have chosen to be part of our community. Whether you are enjoying us for the weekend, the summer, or all year round, please take advantage of all we have to offer.

In 2021 Bethel will be busy. We are still going green with our all-electric car and public charging station. All of our Town streetlights will soon be converted to LED lights. We have new Forest Reserve Trails in Smallwood for walks, exercise or enjoying family time together, as well as the Dog Park which is a great place to enjoy fresh air and to socialize with family or canine friends. Visit our many fine eateries, and enjoy our great local talent. Returning this summer will be the Kauneonga Lake Farmer's Market on Saturday mornings and music in the Gazebo Park on Thursday evenings. Bethel Woods will be back for you to visit the original Woodstock site, the Museum and for top notch talent and events.

There are so many residential, commercial and agricultural opportunities to meet your needs in our natural and unique landscape. Bethel is growing and together we are looking forward to a bright future. While most everything you'll need or want to know about Bethel is right on our website, @Townofbethelny.us, we at the Town Hall are here to help make sure you are successful, so don't hesitate to call us or stop in any time.

Proudly serving,

Daniel Sturm, Supervisor
 Town of Bethel

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Bethel Business Association 2021

P.O. Box 435 White Lake, NY 12786

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www.BethelBusiness.com



A MESSAGE from the BETHEL BUSINESS ASSOCIATION

We welcome you to the Town of Bethel, our business community, the beautiful countryside and the good life.

We have all been through a year like no other. As 2020 began, after a year of Woodstock celebrations and the county bustling with visitors, we assumed we were off to a great start. The energy had brought new faces, wannabe homeowners and hopeful entrepreneurs to the area.

The **Bethel Business Association** and those new to the economic scene, longed for a strong season, support and profit. In Bethel, it takes that optimism and hard work to “Live the Dream”.

We realize there are businesses and professionals with their doors open all year, but generally, many gear up for the season during Spring’s thaw. That exercise was halted and by April we were in full blown Covid protocol. Our minds turned to health, family, education, essential workers and daily CDC advice. Everyone, especially businesses, considered the economy, shuttering, and financial aid. We relied on each other, technology, the medical field and leadership. Everything and everybody was rocked by COVID. After shutdowns, PPE debates, opening phases and all the rest, we saw light at the end of the tunnel with a vaccine.

Now it’s a step to keep opening safe, finding ‘normal’ and looking to the future.

There was a silver lining to this insidious pandemic. Ask a local real estate agent! Ninety minutes from density to four seasons of fresh air and space. Check. Can Zoom, have services, and maintain work. Check. Stay sane... The area has adopted

recent part and full time residents, innovative businesses and a push for better tech for those operating out of their new homes without the commute. Bethel boasts a dramatic increase of residential and commercial real estate sales from last year with Sullivan County quoting 35% higher prices and 65% sales increase. Area slogans like ‘The Upstate Hamptons’ or ‘The Camp-ton’s’ can add an “Upstate NYC’ tag due to the boroughs clearing out and moving up.

You’re here. Don’t forget what brought you here in the first place. You may be visiting, a new homeowner, or a life-long resident that discovered Bethel ‘has it all’. We have always been willing to share, however this year, in particular, we ask a favor in return. Please remember that tourism and small business are the backbone of our community and its strength is derived from those who support them.

The **Bethel Business Association** asks you to step up when you can. Our members are located south to Port Jervis, north to Liberty, west to Fosterdale and run east on ‘The Woodstock Way’ - 17B to Monticello and beyond. Our membership, listed on pages within this Guide, can be a resource for your needs. When you seek a professional, a gift, a room for the in-laws or a cup of Joe, search locally first. If you want a slice or an elegant dinner, a day on the links or a night of entertainment, check our website www.bethelbusiness.com. Then, shop, dine, enjoy a good time, make memories and spend your dollars locally.

Looking forward, the **Bethel Business Association** welcomes you for a weekend, a season, or a lifetime...



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| JULY 29 | Far Beyond Gone | | |



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This project is made possible in part with funding from a Sullivan County Arts and Heritage Grant, funded by the Sullivan County Legislature and administered by Delaware Valley Arts Alliance.



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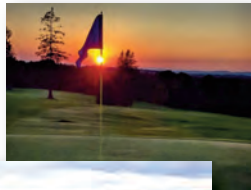


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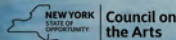
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Laughing Ladies Antiques

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You'll find truly one of a kind treasures at Laughing Ladies Antiques.

Opening a venture in the Sullivan County Catskills, with the beautiful lakes, scenery, and Bethel Woods Arts Center, was a natural next step for the Laughing Ladies Antiques. Owned by sisters Linda and Barbara and their mother, Bernadette, the Laughing Ladies business began in the 1970's in New Jersey. It blossomed in Pennsylvania until 2014, when the Ladies happily took their passion for vintage elements, décor designing, and antiques to upstate New York. This was a welcoming change.

Laughing Ladies Antiques sits on 28-acres of property along "The Woodstock Way" in Mongaup Valley. The shop and vacation cottage are conveniently located as you come into Bethel on the gateway corridor.

Their love for a renewal and rejuvenation

of decades of art, furnishings, fashion, and chachka makes Laughing Ladies Antiques a brand of its own. Each room in their 1934 cottage hosts a look into yesteryear with modern-eye appeal. Visitors are asked to remember fondly things from the past and see how they fit into their future.

It was a sad day when the Ladies closed their shop due to restrictions mandated to keep the nation safe from the pandemic. Cheerfully, they reopened in the fall of 2020 to welcome guests back to a safe environment and a most unique shopping experience. The Ladies are now moving forward in 2021 featuring new treasures for all their loyal customers and new visitors to enjoy as they shop through decades of history and memories housed at Laughing Ladies Antiques.

As participants in the Sullivan County



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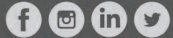


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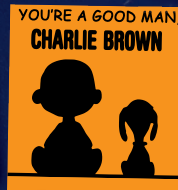
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Your guide to the
Bethel Business
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Legend

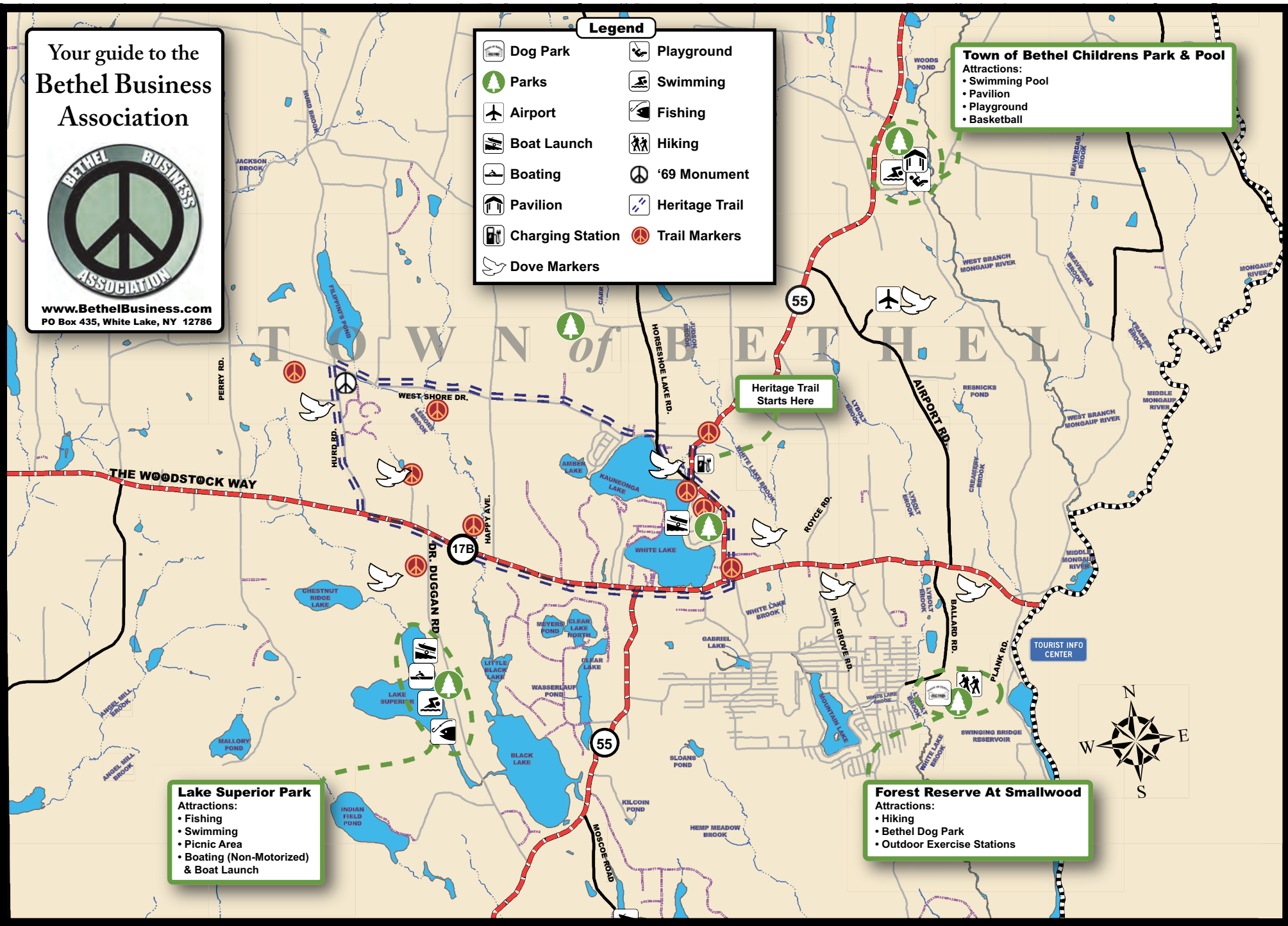
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Owners, Jerry and Nellie Broskin, are life-long residents of Sullivan County. Currently living in Bethel, and having raised their children in Bethel, this is their home which they are so very passionate about! As long time residents and members of the Bethel Business Association, they continue to make their home town a priority.

From simple repairs to entire home systems, they are committed to providing their customers with the highest level of service and expertise. Their technicians stay ahead

of the curve with continuing education and training. Smalls Plumbing, Heating and AC is second to none with a strong pulse on the current enhancements in the industry. In the HVAC trade it is extremely important and crucial to have the knowledge necessary to keep you safe, as well as efficient.

When the pandemic shut down overcame the world in 2020 Smalls, as essential workers, were ready, willing and able to assist! They worked 7 days a week, taking extreme precautions and safe measures as so many people were bound to their homes.

Smalls is looking for help as their business grows and hopes that more young people choose to learn the trades. They welcome talented individuals looking to learn and enhance their lives with an awesome and gratifying job experience.



Smalls has a long history of providing their customers with high levels of service and expertise.

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Photo by Jonathan Charles Fox



Photo provided by Rolling Stone Ranch


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BETHEL BUSINESS ASSOCIATION

Bethel Business Association Mission

“To create, promote, support, and enhance business and commerce in the Town of Bethel and surrounding areas through marketing, education and networking”.



PHOTO BY JONATHAN CHARLES FOX

Contact Info:

Bethel Business Association
P O Box 435, White Lake, NY 12786
www.BethelBusiness.com
Bethelnybba@gmail.com
 Bethel Business Association

The Bethel Business Association is a group of business owners, employees, organizations and individuals who support healthy commerce in our local and surrounding area. The association was first founded in 1964, reignited in 2007, and today, is an arm of the Bethel Local Development Corporation.

The BBA hosts monthly meetings, networking mixers, offers media and marketing, education and has a presence at local, regional and state-wide events to showcase our members. We help to create successful business relationships. Annually, we produce our most important and successful marketing piece, “The BBA Bethel Guide”.

The association is comprised of artisans, entertainment, recreation and Inn, B&B and lodging businesses. Professionals, service providers, realtors, restaurant owners, contractors, retailers, antique dealers, farmers and many others represent the membership of the group.

If you would like to support the BBA or have a business in the Bethel area, we welcome you to join us.

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Bethel Woods Center for the Arts

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845-583-2000



The Museum at Bethel Woods always has an exciting exhibit on display.

There are many hidden gems in the Sullivan County Catskills, but none shine as bright as Bethel Woods Center for the Arts. The nonprofit cultural organization offers arts programming, community festivals, museum exhibits, and live music year-round. Founded in 2006 on the historic grounds of the 1969 Woodstock festival, this breathtaking venue is the pride of the region.

Get ready for an experience like no other: enjoy open air world-class entertain-

ment, superior farm and craft markets, festivals celebrating local vineyards, cider mills, craft breweries, and distilleries... and that's not all! With a strong focus on the arts, Bethel Woods offers unsurpassed education for all ages as well as a museum attributed to the 1960s.

Traveling through The Museum, become absorbed in exhibits portraying the Vietnam War, the hippie movement, and the music and artsy influence of the time. Through artifacts, films, music - and even a hippie bus



- you will be inspired not only by what was the most prolific three-day festival in history, but by the ideals that remain relevant today.

Throughout the pandemic, and despite the cancellation of the 2020 Pavilion concert season, Bethel Woods remained committed to creating shared experiences -- some fan favorites and some new events -- including a holiday light show, a 360-degree virtual reality tour, online classes, and the their beloved markets. As the world opens once again for business and pleasure, they look forward to welcoming the guests and artists back to the site. For guidelines and protocols, please visit: BethelWoodsCenter.org/COVID19

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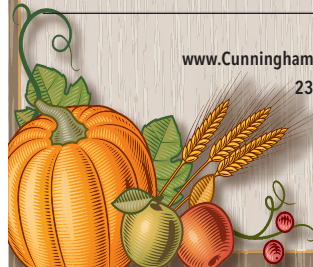
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Parks and Recreation

Visit us on Facebook at Town of Bethel New York or our new website at www.townofbethelny.us (Some locations may not be fully operational or have new guidelines. Please check with individual locations for access)

Arthur N. and Ruth Smallwood Park, Mohican Trail, Smallwood
Beautiful Minnie Falls, Site of Arthur N. and Ruth Smallwood Mausoleum, founders of Smallwood. Walking paths and small waterfall. No facilities. Parking available at The Forest Reserve.

Bethel-Smallwood Senior Club, 3594 Route 55, Kauneonga Lake
Club meetings are the first Wednesday of the month. Bus trips, games, exercise programs. Call Dorothy Meddaugh (845) 583-4663.

The Bethel Heritage Trail
The trail consists of nine permanent outdoor photo displays throughout town, created as part of the 50th Anniversary of the 1969 Woodstock Festival celebration. The project commemorates and memorializes the event taking place in the Town of Bethel. Displays depict interesting facts and descriptions at each location. Link to Facebook page or Website: <https://townofbethelny.us/bethel-heritage-trail>. Trailhead located at Municipal Parking, 3586 Rt 55, Kauneonga Lake, NY 12749. Free parking. Free electric vehicle charging station available.

Town of Bethel Parks and Recreation
Youth and adult programs, all year. Bus trips, Zumba, Pickleball, Basketball, Tae Kwon Do, Kick-It Off, exercise classes, walk the halls. Youth swimming lessons, lap swimming. Craft nights, paint with friends, holiday parties, seasonal jobs. For information: Call (845) 583-5360, on Facebook at Town of Bethel Parks and Recreation or e-mail: bethelnyparksandrec@gmail.com

Town of Bethel Pool and Park, 636 Old White Lake Turnpike, Swan Lake
Newly renovated over-sized pool and basketball and pickleball courts, picnic tables, new playground equipment, and BBQ grills (charcoal only). Pavilion summer season rentals available. Open dawn to dusk. More information on town website. Email: bethelnyparksandrec@gmail.com or call after July 1st (845) 292-2843.

The Forest Reserve at Smallwood, 48 Richard Crumley Drive, Smallwood
133 acres of a conservation easement being developed to include light recreational uses such as trails for hiking, walking, jogging, cross country skiing, and snowshoeing. Outdoor exercise equipment includes leg press, chest press, elliptical machine and more. For information: visit the town website, on Facebook: Forest Reserve at Smallwood or call Town Supervisor Dan Sturm (845) 583-4350 ext. 102.

Town of Bethel Dog Park at the Forest Reserve, 50 Golf Park Drive, Smallwood
Where dogs go for Peace, Love and Socialization. Open dawn to dusk, 365 days a year. Small dog and large dog sections. For more information visit the town website, call Town Supervisor Daniel Sturm at (845) 583-4350 ext. 102 or Facebook: Town of Bethel Dog Park

The Club at Smallwood, Sgt. Andrew Brucher Road, Smallwood
Heated swimming pool with lifeguard, BBQ's, parties and live entertainment. Children's activities, dancing, movies, trips, Friday pool nights, book and camera club, arts and crafts, water aerobics, cards, games. www.theclubatsmallwood.com E-Mail: ClubAtSmallwood@gmail.com for visit appointment. To join call: (845) 583-7230 or (845) 583-5571.

**Kauneonga Lake Community Park, 3562
Route 55, Kauneonga Lake**

Community park overlooks White Lake. Public access to the State Boat Launch. White Lake is a 286 acre motorboat lake; maximum 20 feet (not applicable to pontoons). Stocked with Sunnies, Brown Trout, Lake Trout, and Bass. Fabulous sunsets. Known for intimate wedding ceremonies at the gazebo. Live music in the summer on Thursdays. Visit Bethel Lakeside Music on Facebook.

**Lake Superior State Park, 342 Dr.
Duggan Road, Bethel**

Beach operated Memorial Day through Labor Day. Dr. Duggan Road between Route 17B and Route 55 West. Operated by Sullivan County Public Works. Features swimming, boating, boat rentals, snack shop, showers, bathrooms, fishing and picnic facilities. Groups welcome, buses can be accommodated. Non-motorized and electric motored boats only. (845) 807-0261. www.sullivanny.us

**Smallwood Beach and Community
Lodge, Pine Grove Road, Smallwood**

Owned and operated by the Civic Association of Smallwood. Membership required for beach. Lifeguards, snack shop, playground, and picnic area. Basketball courts, wall ball, playground, and tennis courts. www.smallwoodcivicassociation.org

Sullivan County Dove Trail

Commemorating the 50th Anniversary of the Original 1969 Woodstock Festival, the Sullivan Catskills Dove Trail is a collection of 50 dove sculptures perched in villages, towns, and at several tourism businesses. Each permanently mounted dove is hand-painted by a professional local artist, inspired by the legendary event held in Bethel in 1969. Bethel has over 8 doves as part of the trail. <https://sullivancatskills.com/sullivan-catskills-dove-trail/>

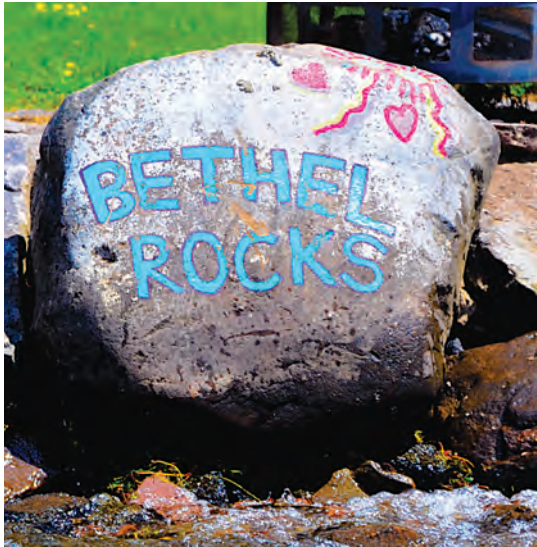
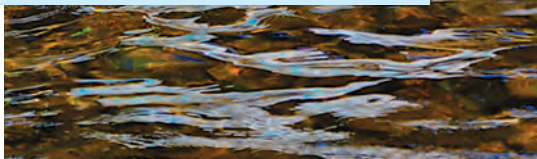


Photo by Jonathan Charles Fox
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Bethel History

Town of Bethel, N.Y., one of fifteen towns of Sullivan County, measures 93.5 square miles, includes 4.6 miles of water, 147 miles of road and is located on the watershed between the Mongaup and Delaware Rivers. The Supervisor leads local government with a four person Town Board. The most recent recorded population was 4255.

The first inhabitants in the territory were the Leni-Lenape Indians. 1795 records state that the Pintler brothers were the first settlers. Bethel separated from the Town of Lumberland. It incorporated in 1809 and the earliest settlements were Fraser, Briscoe, North White Lake, Bushville and Stephenville. The current land map consists of Bethel, White Lake, Kauneonga Lake, Smallwood, and parts of Mongaup Valley and Swan Lake.

Hunting, tanning, and fishing were the original industries and naturally, due to the rich land so suited to farming, agriculture followed. Bethel is still considered an Agriculture community today.

It was not until the mid-nineteenth century that the tourist industry developed. Inns and summer camps lead the way in the 'Golden Age' for area hotels, second home development, and the hospitality industry. Grossinger's, Kutsher's, the Concord and a variety of hotels dotted the area map. The 'Mighty M' Racetrack opened in 1958 and SC International Airport was built in the '60s. The Woodstock Festival, our claim to fame, put Bethel on the map in 1969. The number of

resorts diminished in the next few decades, yet our second homes and seasonal visitors kept the Catskill area alive.

To our delight, Bethel Woods Center for the Arts and Museum opened it's doors in Bethel in 2006. The exclusive Monticello Motor Club, Resort World Catskills Casino and The Kartrite Resort and Indoor Water Park made Sullivan County their home in the last decade.

In 2019, Woodstock's 50th anniversary year, the county-wide Dove Trail was promoted, while Bethel extended the trend with The Heritage Trail, depicting Woodstock highlights. Antique, Artisan Crafts, Maple Syrup, Craft Beer and Spirit Trails have popped up throughout New York State, especially in our area. We are also home to segments of the popular walking and hiking Trailkeeper and Rail-to-Trails.

All of this enticed the influx of new home owners in 2020 and as the population increases so does progress.

The Town of Bethel offers electric car stations and is continuing with technology improvements, solar energy arrays and serious environmental development. Our growing Parks and Rec boast of the Forest Reserve at Smallwood, the Dog Park, Park Facilities expansion and providing lake and waterway monitoring.

Today, our town promotes business, growth in the second home and tourist industry and a strong green, sustainable lifestyle.

Bethel is idyllic. We offer open space, access to various bodies of water, fresh air and will always welcome visitors to a relaxed, country life.



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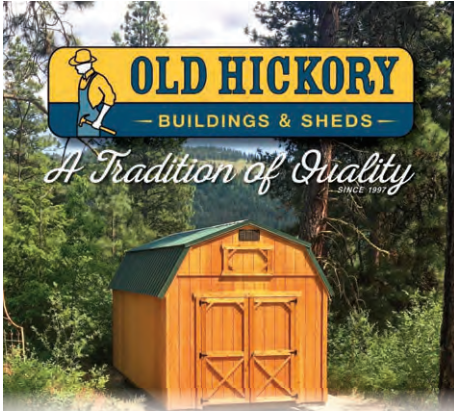


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Lori Rae Jewelry

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One of the most dynamic individuals on the Bethel market scene is Lori Rae Silvers of Lori Rae Jewelry. Her smile and bubbly personality are addictive. Creative, charming and cheerful are three words that perfectly describe this entrepreneur as well as her stunning jewelry and accessories.

With a rich and colorful history of jewelry making and sales as well as a background in the arts, Lori has so much to offer her clients. Her unique sense of style, extensive knowledge of her craft, amazing talents and networking skills plus her unbelievable energy all add up to a fantastic vendor experience.

Lori enjoys selling on the go at craft events and markets as well as any opportunity to a

pop-up gig, rather than a brick and mortar shop. She and her wares can be found at nearly every event in Sullivan County and the surrounding area. Expect to see her extensive array of sparkling goods at local farmers' markets, Bethel Woods Market and Harvest Festival events, street fairs and various other exciting venues. Lori Rae Jewelry can also be purchased at various boutiques, Bethel Woods Museum shop and online at www.lorirae.com

Hailing from New York City and Long Beach, Lori is happy to call Western Sullivan her home now. Her family vacationed in the Sullivan County Catskills for years and she is grateful to return back to where many fond childhood memories were made.

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energy all add up to a fantastic vendor experience.

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Hailing from New York City and Long Beach, Lori is happy to call Western Sullivan her home now. Her family vacationed in the Sullivan County Catskills for years and she is grateful to return back to where many fond childhood memories were made.

Lori loves working in Bethel, where peace, love, music and art are preserved. She adores what she does and loves meeting cool folks, schmoozing and making lasting relationships.

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2021 EVENTS

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The Bethel Business Association meets the 3rd Wednesday of the month- Duggan Meeting Room – 6p.m.

- | | |
|---|---|
| June 24 - Bethel Lakeside Music | Aug. 29 - 23rd Annual Bethel Woods Harvest Festival |
| Sept. 2 Kauneonga Community Gazebo Park
Thursdays 6:30 p.m. – 8 p.m. | Oct. 10 Sundays 11 a.m. – 4 p.m. |
| June 26 - Kauneonga Lake Farmer's Market | Sept. 4 Annual Town Fireworks Display
Smallwood Beach, at approx. 9 p.m. |
| Sept. 4 Saturdays 10 a.m. – 1 p.m. | Sept. 11 20th Anniversary 9-11 Memorial Service
at SMVFD
Smallwood Firehouse, Ballard Road,
8:10 a.m. |
| June 26 - Yoga in Kauneonga Lake at Beekman
Pavilion | Sept. 11 20th Anniversary 9-11 Memorial Service
at SMVFD
Smallwood Firehouse, Ballard Road,
8:10 a.m. |
| Sept. 4 Saturdays 9 a.m. – 10 a.m. | Sept. 11 20th Anniversary 9-11 Memorial Service
at SMVFD
Smallwood Firehouse, Ballard Road,
8:10 a.m. |
| July 4 SMVFD 'Fighting Fires 5K'
Smallwood Firehouse, 8:30 & 9 a.m.
Annual Smallwood-SMVFD- Open
House, Smallwood Firehouse, 1 p.m. | Sept. 11 20th Anniversary 9-11 Memorial Service
at SMVFD
Smallwood Firehouse, Ballard Road,
8:10 a.m. |
| July 4 Annual Town Fireworks Display
On White Lake, at approx. 9 p.m. | Oct 2 Bethel Woods Wine Festival 12noon
Oct 9 Bethel Woods Craft Beer, Spirits & Food
Festival 12noon |
| Aug 13-15 Yasgur Road Reunion
Yasgur Road Campground | |

CONTINUED ON PAGE 46

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2021 EVENTS

CONTINUED FROM PAGE 44

- Nov. 11** Veterans' Day Services
Kauneonga Lake, 11 a.m.
- Nov 27** - 12th Annual Holiday Market at Bethel Woods
Saturdays and Sundays only 11 a.m.
- Dec. 3** Town of Bethel Annual Tree Lighting*
Kauneonga Lake, 7 p.m.
- Dec. 4** Santa Express*
Kauneonga Lake, 7:00 p.m

2022 Annual Events*

- Feb.** Annual S.C. Conservation Club Ice Fishing Contest
White Lake
- May** 11th Annual Allyson Whitney Foundation
Kauneonga Lake

- May** 16th Annual Community Day
10 a.m. - 2 p.m.
Dr. Duggan Community Center
- May** Bethel Lions Club Annual Pancake Breakfast
- May** Annual Memorial Day Services
- June** Father's Day Pancake Breakfast
White Lake Fire Company
- June** 12th Annual ATV Run
Smallwood-Mongaup Valley Fire Co.
- July 3rd** Annual Fighting Fires 5K
Smallwood Firehouse, 9 a.m.
- July 3rd** Annual Smallwood Open House
Smallwood Firehouse, 1 p.m.
- Sept. 17th** 94th SC Volunteer Firefighter Assoc. Parade

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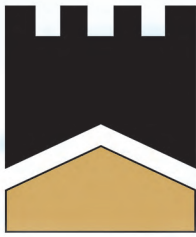
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