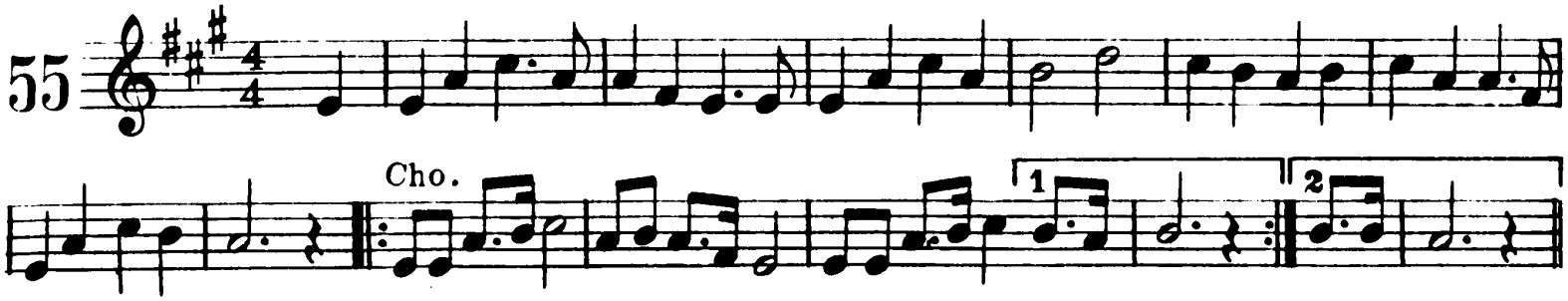Blessed Be the Name