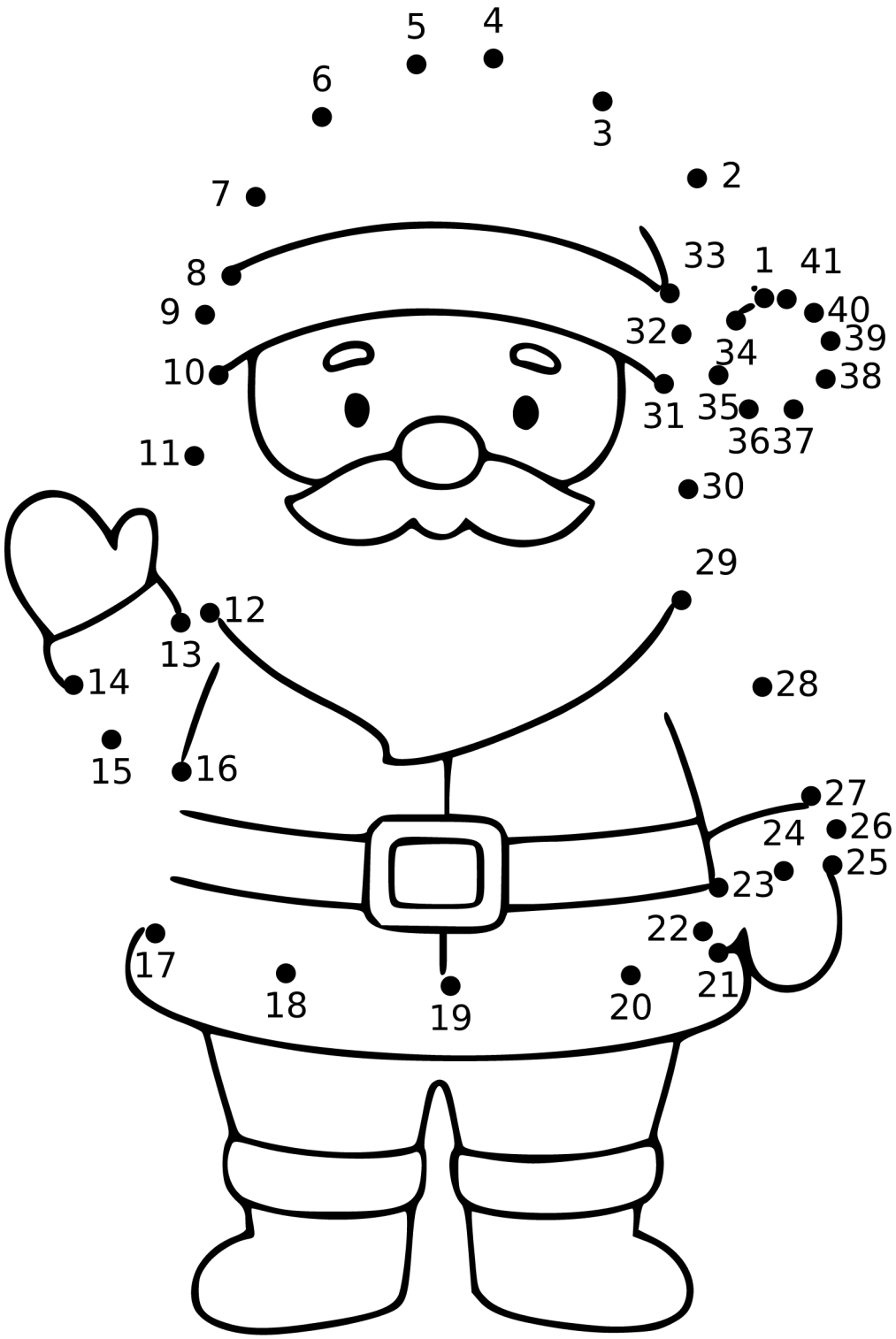Weihnachtsmann