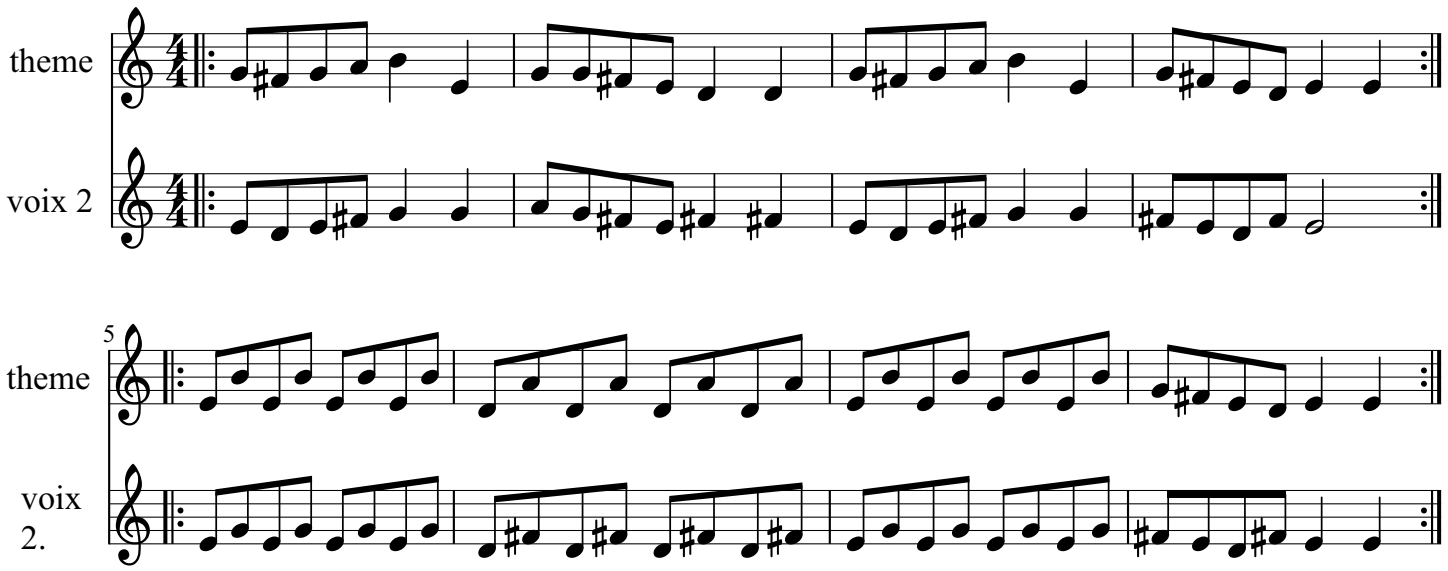LA CUNCIA