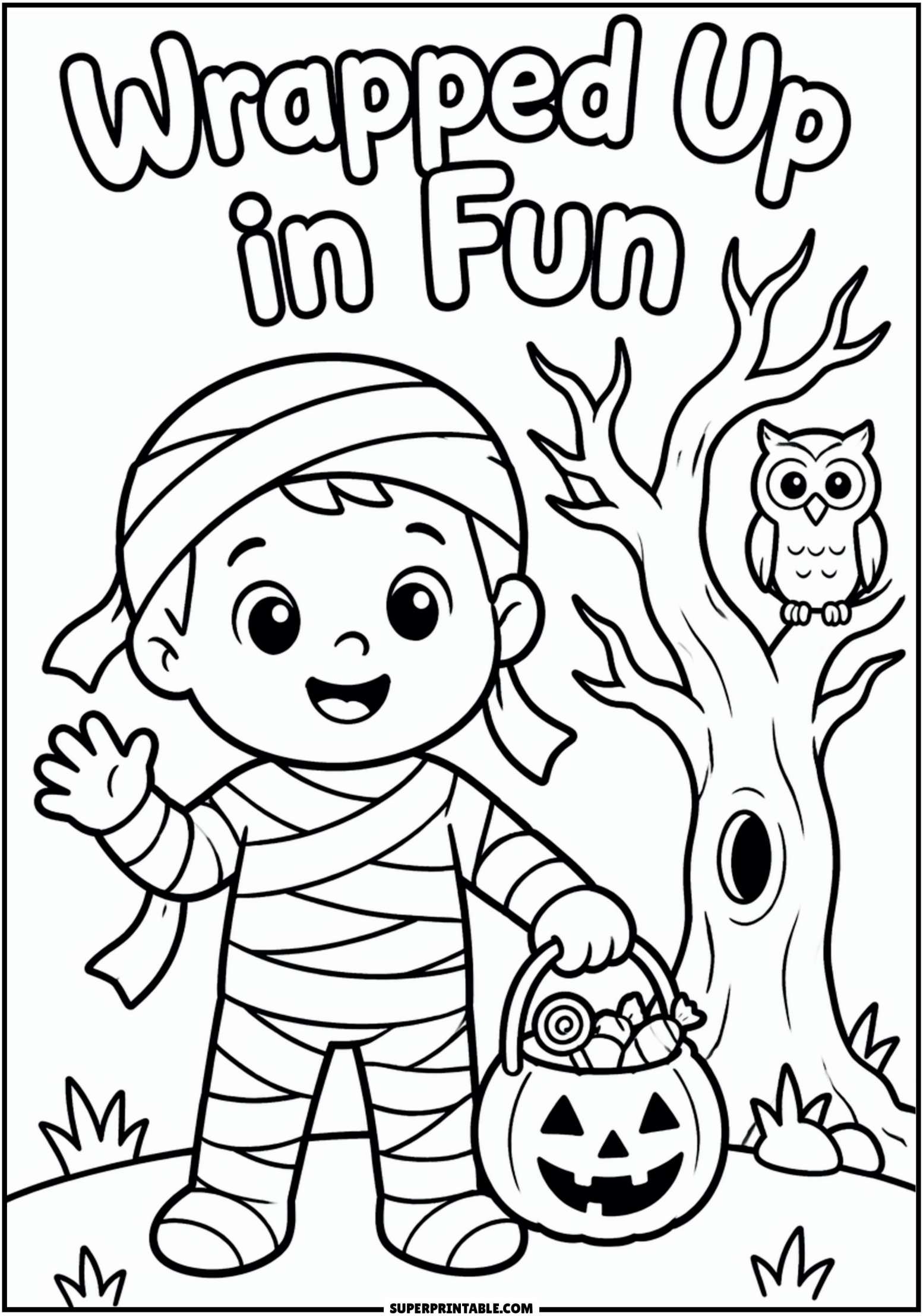Wrapped Up in Fun