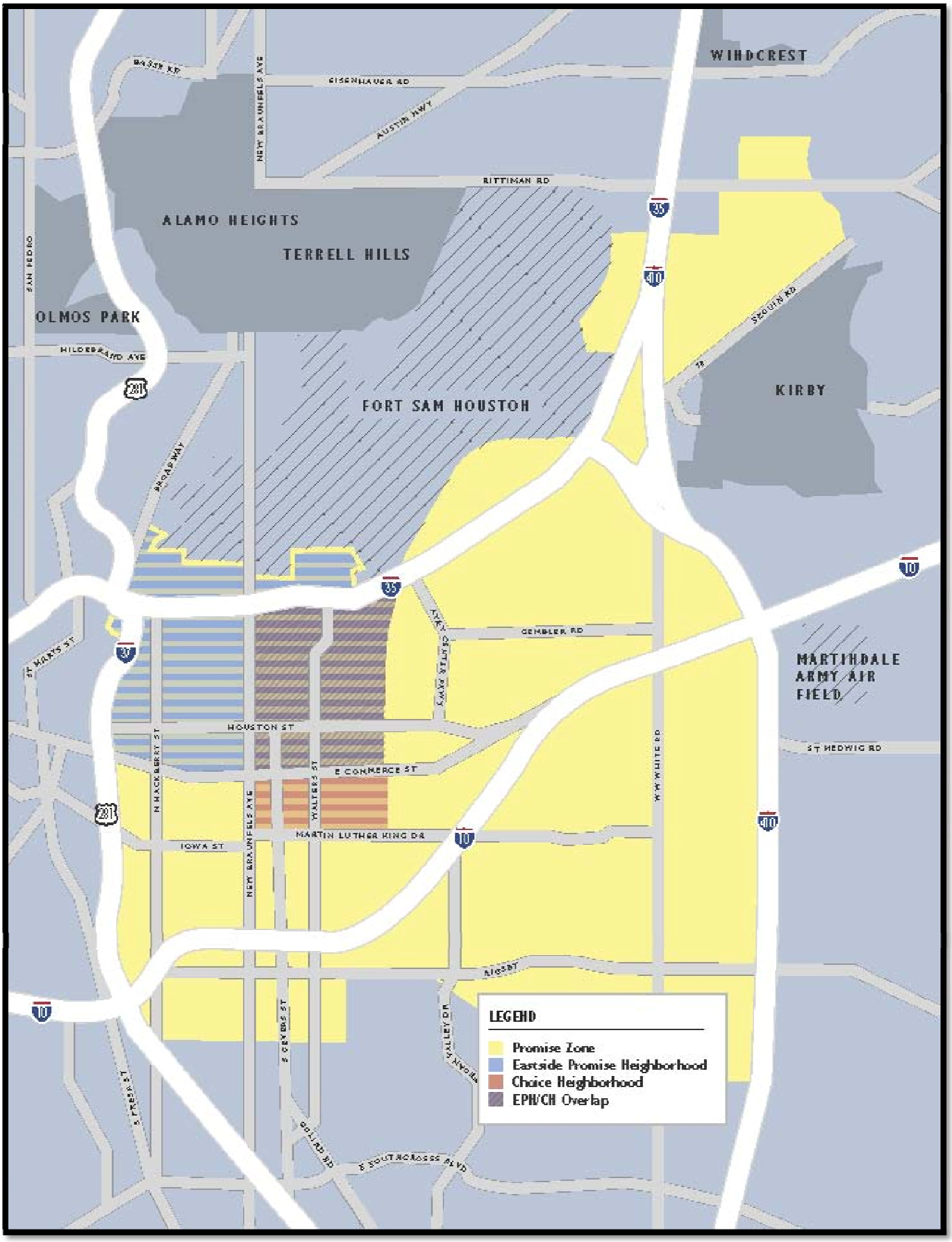Eastside Promise Zone