



# Promotional Guide

For VBS and Bibles-4-Children Day

Includes  
supplemental  
lesson  
materials.

[www.bibles4children.com](http://www.bibles4children.com)



A Ministry of  
SOW International



## Thank you!

First and foremost, we want to **thank you** for taking the first step towards providing God's Word to the millions of children who have little or no access to the life-giving message of the Bible. Many churches, Vacation Bible Schools, Sunday Schools, other organizations, as well as individuals are making an eternal difference for millions of children living in the unreached regions of the world.

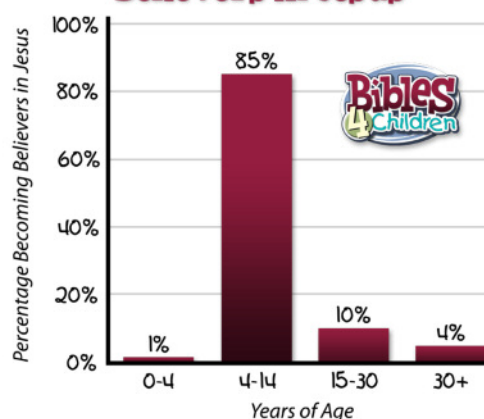
## The Age of Deepest Faith

At **Bibles-4-Children**, we believe that childhood is the best time to present a relevant and engaging Gospel message. Our desire is that no child would slip past the age of 14 without a valid opportunity to encounter Jesus.

Over one-fourth of the world's population is under the age of 15. Unfortunately, when thinking about missions and spreading the Gospel, children are often overlooked or not taken seriously. Yet, those who exhibit the greatest faith, more than at any other time in their lives, are children.

Children between the ages of 4 and 14 are the most receptive to the Gospel than any other age group. Some have called this the "4/14 Window." Over 85% of those who receive Jesus as their Savior, do so during this 10-year span. These are also the years when every person develops his or her lifelong impressions of God.

### Age at Which People Become Believers in Jesus



## The Heart of Jesus

Jesus was passionate in his response to children as well as in his warnings about offending them:

*But Jesus said, "Let the little children come to me and do not try to stop them, for the kingdom of heaven belongs to such as these." ~ Matthew 19:14*

"And whoever welcomes a child like this in my name welcomes me. But if anyone causes one of these little ones who believe in me to sin, it would be better for him to have a huge millstone hung around his neck and to be drowned in the open sea." ~Matthew 18:5-6

Jesus even highlighted the fact that everyone, whether young or old, must come to Him in child-like faith.

*"I tell you the truth, whoever does not receive the kingdom of God like a child will never enter it." ~ Mark 10:15*

**Bibles-4-Children** helps publish and distribute Bibles, Bible storybooks, and other Gospel literature to the millions living in the regions dominated by Islam, Hinduism and Buddhism. We partner with nationals, local and International organizations, relief organizations, proximate churches and others to help distribute these resources to children who, otherwise, would never hear the message of the Gospel or know the saving power of Jesus.

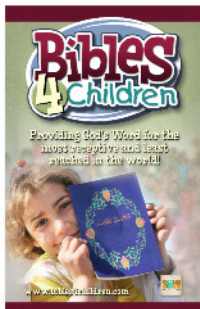
## Promotional Tools

Bibles-4-Children's Promotional Tools are simple and easy to use. They will not only help you promote the campaign more effectively, but will also give you the assurance that the purpose and goals of the project have been clearly communicated. Promotional Tools can be purchased on-line at [www.bibles4children.com](http://www.bibles4children.com), or by phone at 866-807-7676. Please visit the "Promotional Tools" section of our website or call us if you have any questions.



**FREE Promotional Video** – This 2-minute professional video explains the great need for Bibles, Bible storybooks and Scripture portions among children living in the Muslim, Hindu and Buddhist regions of our world. The video can serve to motivate individuals and churches to give towards Bibles-4-Children. It is recommended that it be shown each day or each service leading up to the final day when all gifts are received and the total amount is announced. *It is available on DVD or you can download the MP4 from the website.*

**Coin Banks** – By far the most popular of the Promotional Tools, each Bibles-4-Children Coin Bank is 4" tall and 2.5" in diameter and can hold up to \$70 when filled with quarters. The front is a replica of the poster and the back gives a brief overview of Bibles-4-Children. Children and adults alike will find this tool an easy solution for collecting their offering.

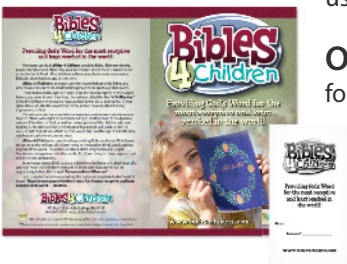


**Posters** – This attractive, colorful poster, measures 11" x 17". It is printed on gloss stock. They can be placed in strategic locations throughout your facility as a reminder of your efforts.

**Promotional Flyers** – Printed on 8.5" x 5.5" glossy stock, the promotional flyer is a replica of Bibles-4-Children poster on the front and an explanation of the project on the back. It can be used as a handout or bulletin insert.



**Take Home Brochure** – This tool provides basic information about the Bibles-4-Children in a convenient size. It is helpful when given to children who need to explain the project to their parents. Its handy 3" x 6" size allows it to be used as a handout or fit inside the coin banks.



**Offering Envelopes** – A standard 3.5" x 6.5" offering envelope which can be used for receiving designated Bibles-4-Children gifts. With a space for name and amount, this tool makes it easy to collect and process designated Bibles-4-Children gifts.

**Bulletin Shells** – Bulletin shells measure 8.5" x 11". The cover is a replica of the poster. The back is an explanation of Bibles-4-Children. The inside is left blank for you to print your regular bulletin information.

*With the exception of the Coin Bank and Offering Envelope, all printed elements can be purchased or you can print them on your own by using the downloadable PDF version from the "Promotional Tools" section of our website — [www.bibles4children.com](http://www.bibles4children.com).*

## Let's Get Started!

Here are some of the first steps you can take in order to have a successful **Bibles-4-Children** emphasis in your church, Sunday School, small group, VBS or other ministry or organization:

**1** Bring together a team of leaders who have a heart for missions, children, and providing the Gospel to those who have never heard it. This is fundamental. The participation and support of your leaders will set the tone. In short, leadership is the key to having a successful campaign.

**2** Be enthusiastic! This may be the most important ingredient you can provide. Anything you can do to stir emotions and arouse interest will increase the effectiveness of a **Bibles-4-Children** emphasis.

**3** Familiarize yourself with the elements of the campaign and watch our Promotional Video. As a leader, people will look to you for guidance, ask questions, and perhaps offer their own solutions. Visit our website at [www.bibles4children.com](http://www.bibles4children.com) to order the Promotional Tools and gain an understanding of the general purpose of the project. This will help you involve and engage others.

**4** Meet with your staff and volunteers to determine an appropriate plan and schedule for promoting **Bibles-4-Children** (see our *Suggested Promotional Schedules* on pages 4 and 5). Determine the best way to generate awareness with both the children and adults. Build a case for giving Bibles and other Gospel resources to children and have all of your leadership saying the same thing.

**5** Please don't overlook prayer. Promotion is powerful, but the guidance of the Holy Spirit is paramount. Your willingness to listen and then to act will bring the best results.

**6** Set a goal for how much you think you can collect. Be generous, but realistic. Don't underestimate what you can do. Be confident in the fact that everyone can do something, but not everyone can do the same thing. Promote your goal to the church and staff with confidence. Goals are a great motivation. Goals are reached, and often exceeded, if they are communicated often and with enthusiasm. Hazy goals bring hazy results.



## Suggested VBS Promotional Schedule

### 1 or 2 Weeks Before Your VBS

- Place posters in appropriate places in your facility.
- Show the Promotional Video or announce the special **Bibles-4-Children** VBS emphasis in your church services, Sunday School classes and assembly times.
- Hand out Promotional Flyers or use bulletin shells.
- Determine an award for the “team” (*individual classes, boys vs. girls, etc.*) that raises the most money for Bibles (*pizza party, trophy that gets passed along from year to year, dunk the pastor, etc.*)

### VBS - Day 1

- Play the **Bible Translation Game** during assembly time (20 minutes).
- Show the Promotional Video (2.5 minutes).
- Explain that there is an award for the “team” that raises the most money for Bibles.
- Hand out Coin Banks, Take Home Brochures, Promotional Flyers, Offering Envelopes or other promotional tools at the end of the day’s events.

### VBS - Day 2

- Receive **Bibles-4-Children** offering
- Tell the **Tigers, Bibles and a Little Boy’s Lunch** story (5–10 minutes)
- Show the Promotional Video (2.5 minutes).
- Remind children to continue to bring their offering in each day
- Remind them of the importance of what they are doing and why
- Announce the “team” that has brought in the most money so far and remind them that there is an award for the “team” that brings in the most

### VBS - Day 3

- Tell the **Little is Much** story (5–10 minutes)
- Show the Promotional Video (2.5 minutes)
- Receive **Bibles-4-Children** offering
- Remind children to continue to bring their offering in each day
- Remind them of the importance of what they are doing and why
- Announce the “team” that has brought in the most money so far and remind them that there is an award for the “team” that brings in the most

### VBS - Day 4

- Receive **Bibles-4-Children** offering
- Tell **The Perfect Gift** story (5–10 minutes)
- Show the Promotional Video (2.5 minutes)
- Remind children that they only have one more day to bring their offering
- Announce the “team” that has brought in the most money so far and remind them that there is an award for the “team” that brings in the most.

### VBS - Day 5

- Receive final **Bibles-4-Children** offering
- Tell the **You Have a Gift** story (5–10 minutes)
- Count the remaining offering
- Announce the total amount given during your VBS and how many Bibles it will provide to children who have never even seen a Bible
- Announce the winning “team” and how much they gave



## Suggested 6-Week "Bibles-4-Children Day" Schedule

### 5 Weeks Before Your Bibles-4-Children Day

- Place posters in appropriate places in your facility.
- Show the Promotional Video and announce the special **Bibles-4-Children Day** in your church services, Sunday School classes and assembly times.
- Hand out Promotional Flyers or use bulletin shells.
- Determine an award for the "team" (*individual Sunday School classes, boys vs. girls, etc.*) that raises the most money for Bibles (*pizza party, trophy that gets passed along from year to year, dunk the pastor, etc.*)

### 4 Weeks Before

- Play the **Bible Translation Game** in classes or small groups (20 minutes).
- Show the Promotional Video during worship services (2.5 minutes).
- Explain that there is an award for the "team" that raises the most money for Bibles.
- Hand out Coin Banks, Offering Envelopes and Take Home Brochures.

### 3 Weeks Before

- Tell the **Tigers, Bibles and a Little Boy's Lunch** in classes or small groups (5–10 minutes).
- Show the Promotional Video during worship services (2.5 minutes).
- Remind them of the importance of what they are doing and why.
- Have people give testimonies in classes and/or services about the need for Bibles within the unreached regions of the world.
- Share reports of how your church members are responding.

### 2 Weeks Before

- Tell the **Little is Much** story in classes or small groups (5–10 minutes).
- Show the Promotional Video during worship services (2.5 minutes).
- Mail a letter or post card to the congregation reminding them of the project and the date.
- Supply more Coin Banks and Take Home Brochures.
- Remind them of the importance of what they are doing and why.

### 1 Week Before

- Tell **The Perfect Gift** story in classes or small groups (5–10 minutes).
- Show the Promotional Video during worship services (2.5 minutes).
- Pass out offering envelopes.
- Remind everyone that they only have one more week to collect their offering.

### Bibles-4-Children Day!

- Use Bulletin Shells or Bulletin Inserts. Have extra offering envelopes available.
- Collect Coin Banks.
- Provide opportunities in all services and classes for gifts to be received.

### 1 Week After

- Announce the results of Bibles-4-Children Day to your congregation and how many Bibles it will provide to children who have never even seen a Bible.
- Announce the winning "team" and how much they gave.
- Tell the **You Have a Gift** story in classes or small groups (5–10 minutes).
- Send your gifts to Bibles-4-Children (see details on page 6).

## Once you've collected the money, now what?

### There are two ways to send your gifts:

1. The best way is to simply mail a check to:

Bibles-4-Children  
P.O. Box 1302  
Holly Springs, GA 30142

2. Another way is to go to our "Get Involved" page on our website at:

<http://www.bibles4children.com/get-involved/>

Click the "Donate Now" button and you will be prompted on what to do from there. You will need a Debit or Credit card to donate online.

If our support team can assist you, please contact us by phone at 866-807-7676 or e-mail at [info@bibles4children.com](mailto:info@bibles4children.com). Thank you for your participation in this strategic project.



# The Bible Translation Game

**Ask:** Does anyone know how many languages there are in the world?

*Ask children to raise their hands to give you their responses.*

**Say:** There are actually 6,909 different languages in the world today. That's almost 7,000 languages!

**Ask:** Do you know how many of those 7,000 languages have the Bible translated into them?

*Wait for a few responses.*

**Say:** Out of nearly 7,000 languages in the world, only 457 of them have the entire Bible.

That means that if everyone in this room represented all the languages in the world, that less than one person would have the Bible in their language (*assuming there are less than 150 people in the room*).

Now, there are about 1900 languages that have the New Testament. But that still leaves over 4500 languages with only small portions of the Bible. In fact, there are 2100 languages in the world without ANY portion of God's Word in their language — not even one verse!

**Explain:** We're going to play a game that will help us understand what it's like when we don't have the Bible in our language. I want to divide the room up into two teams.

The first team will represent all the languages in the world that have the entire Bible or the New Testament.

*Choose a little over ¼ of the group and have them line up across the front of the room. (If there are 100 people in the room, choose 27 kids.)*

We'll call this team, "The Bible Team."

The second team is everyone else in the room. You represent all the languages in the world that don't have the Bible. We'll call you, "The No Bible Team."

**Ask:** What are some things the Bible teaches us that are very important?

## Focus:

Out of 6909 languages in the world, the Bible is only translated into 457 of them. The New Testament is only translated into about 1900 languages. That leaves 4500 with only small portions of the Bible or nothing at all.

## Purpose:

To show why we need to make God's Word available in all the world's languages.

## Objects Needed:

2 blindfolds, 5 sheets of cardstock numbered 1 through 5



*Get about five good answers such as the following list:*

1. **God** – *The Bible tells us who God is and that He loves us and wants a relationship with us.*
2. **Creation** – *The Bible tells us that God created the world and the universe and how He did it.*
3. **Sin** – *The Bible tells us how we're supposed to live and what is good and bad behavior.*
4. **Salvation** – *The Bible tells us how to be forgiven and about Jesus dying on the cross and rising from the grave to save us from our sin.*
5. **Heaven and Hell** – *The Bible tells us where we go after we die.*

*Then bring 5 children to the front and give them each a card with a number on it representing each point listed above.*

**Say:** Yes. All these things are very important. And all these things are taught in the Bible. But, did you know that everyone else in the world has ideas about these things too? That's why there are so many religions and so many people who don't know the truth. Since they don't have the Word of God there are thousands of different religions and philosophies that try to explain these things.

## Play the Game

**Explain:** So here's what we're going to do. I need a volunteer from "The No Bible Team" to help me.

*Choose one child from the "No Bible Team" and secure a blindfold over his or her face — making sure they can't see.*

*Then space out the five children with the cards in random places throughout the room. Although randomly placed, make sure they are accessible.*

**Say:** "The No Bible Team" has 60 seconds to help lead your representative to each of the five children with the cards, in order, beginning with card #1, and ending with card #5. But here's the deal, you're not allowed to touch them. You can only tell them which way to go.

On your mark...get set...GO!

*As you can imagine, the kids are all yelling and screaming at the blindfolded child. He or she doesn't know which way to turn and how far to go since there are so many confusing voices yelling at him or her. The blindfolded child may reach card #1, but there is no possible way they will ever reach all five cards in 60 seconds.*

**Count down the last 5 seconds:** 5...4...3...2...1. STOP!

**Explain:** That's what it's like when you don't have the Bible. There are so many religions and philosophies telling you what's right and wrong; What's good and bad; Who God is; How to get to heaven; How the world was created; etc. It's just a confusing mess.

**Say:** OK. Now we're going to do the same thing with "The Bible Team."

*Choose a child from "The Bible Team" and secure a blindfold over his or her face — making sure they can't see.*

The only difference this time is this....

*Chose another child (not blindfolded!) from "The Bible Team."*

**Say:** This time "The Bible Team" has someone representing the Bible leading the blindfolded person.

*Have the non-blindfolded child take the blindfolded child by the arm. He or she will lead the blindfolded child to each of the five cards.*

Now, just like "The No Bible Team," you have 60 seconds to lead your representative to each of the five children with the cards, in order, beginning with card #1, and ending with card #5.

On your mark...get set...GO!

*This time the blindfolded child reaches all five cards with the help of the non-blindfolded child who represents the Bible.*

**Count down the last 5 seconds:** 5...4...3...2...1. STOP!

**Ask:** What was the difference between "The Bible Team" and "The No Bible Team"? Why did "The Bible Team" make it to all the cards and "The No Bible Team" didn't? (Have several respond.)

**Conclude by saying:** That's what it's like when you have the Bible in your language and when you don't. When you have the Bible, you know who God is, what He's like, and that He created the world. You know that all of us have sinned against God and need forgiveness. And you know that Jesus died on the cross and came back to life to pay for our sins and provide the forgiveness we need to go to heaven. And we have a guide that tells us how we're supposed to live.

When people don't have the Bible, it's just confusing.

And that's why we are giving our money this week during VBS. We are helping to provide the Bible and Bible storybooks to other children around the world who don't have it in their language.

So, let's do our best to bring in as much money as possible this week, so that we can give the Bible to other kids who, otherwise, would not have it.

*Close in prayer.*

# Tigers, Bibles and a Little Boy's Lunch

*Bring a photo of a Bengal Tiger and show it to the entire group. You may want to make it into a Power Point slide and show it on a big screen or print out several copies to pass around.*

**Ask:** Does anyone know where Bengal Tigers come from? *(Allow children to give their responses.)*

**Say:** Bengal Tigers come from the country of Bangladesh.

**Ask:** How many of you know where the country of Bangladesh is? *(Wait for some responses.)*

**Say:** If you don't know, it's about as far away from us *(people living in America)* as possible. Bangladesh is completely on the other side of the earth from where we live. When it's the middle of the day here, it's the middle of the night there. It's a country right next to India.

**Explain:** Unfortunately, most people in Bangladesh do not know about Jesus. In fact, they don't even have a complete Bible in their language. However, several years ago, a small group of Bengali people, who know and follow Jesus, decided they needed a Bible in their own language. Because it takes such a long time and is very difficult work, the Bengali believers decided to pay some of their own people to translate the Bible. But there was a problem. Most Bengali families are very poor and only make about \$350 per year.

So they came up with a plan called "moshti chal," or "handful of rice." The people in Bangladesh eat rice at every meal. As each meal is prepared, one handful of rice is set aside and placed into a small vessel. It is a sacrifice for the whole family, but at the end of each week, the vessel of rice is taken to the market and sold for about \$2.00. The money is then used to help pay for the translation of the Bible.

Although \$2.00 doesn't seem like very much to us, it is a lot of money to a family in Bangladesh. And when it is combined with other families who are also giving \$2.00 a week, it adds up quickly.

In John 6:1-13, the Bible tells the story about Jesus taking a little boy's lunch and using it to feed over 5,000 people. The little boy sacrificed his entire lunch so that everyone could be fed. And just like that little boy, Bengali families give up part of every meal so that they can be fed by the Word of God. They give up food to make God's Word available in their own language.

Think about how God has blessed you and what you are willing and able to give so that other boys and girls can have the Bible in their language. Let's pray together and ask that God will help us give as much as we can so that boys and girls can be fed with God's Word.

*(Pray together.)*

## Focus:

The people of Bangladesh sacrifice to make the Word of God available in their own language.

## Key Verse:

John 6:1-13

## Purpose:

God wants us to sacrifice what we can to provide God's Word to others.

## Objects Needed:

A photograph of a Bengal Tiger



# Little is Much

*Search through your bag as if you are having a hard time finding something.*

**Say:** I know I put something in here, but I can't seem to find it... *(Search for a few more seconds.)*

**Then say:** Ah ha! Here it is. It's so small I could barely find it. *(Pull out your hand, but keep it closed with the quarter inside.)*

**Say:** The object that I have in my hand is very small, and on its own it is not worth a whole lot. But, a lot of these objects together can accomplish a lot. Can you guess what I have in my hand?" *(Allow the children to guess. Once they've had a few guesses, hold up the quarter and show them.)*

**Say:** Amy Montgomery is a missionary in India. Once a week she visits local villages to lead Bible School with the children who live there. The people who live in the villages are poor and live in very small houses.

One day Amy went to one of the villages for Bible School. But when she arrived at the house where the Bible School was supposed to meet, no one was there except for the little girl who lived in the house, named Banhi. Amy was a little discouraged that no one else came, but she still led the Bible School. The lesson she taught was about giving. Once Amy had finished, Banhi looked at Amy with a confused look and said, "Can I ask you a question?"

Banhi told Amy that she wanted to give, but she did not have very much money. All that she could give was 2 rupees, which is not even worth as much as the quarter in my hand. She wanted to know if it would be alright to give such a small gift. Amy was deeply moved by Banhi's question.

**Continue:** Amy told Banhi the Bible story about a widow who only had two pennys to give. Jesus said that the poor widow had put more in the offering than everyone else because all the other people were giving out of their surplus, but she gave everything she had.

*(Read Luke 21:3-4).*

This story was very appropriate, because Banhi's mother was also a widow.

Banhi showed kindness and compassion for others by being will to give all that she had to give. God could use just the little bit that she was willing to give for great things! Think about how God has blessed you. Let's pray together that God will help us show that kind of compassion for people, and show us how we can give even a little bit of what we have to help others.

*(Pray together.)*

## Focus:

God can use even a small gift. We show compassion to others when we share what we have.

## Key Verse:

Luke 21:3-4

## Purpose:

To teach children that even if we have only a little, we can still give to others.

## Objects Needed:

Large bag or backpack, a quarter

# The Perfect Gift

**Start by asking:** What would you say is the perfect gift? (Give the children a chance to respond. Then pull out the gift –wrapped Bible. Invite two volunteers to come up. Have them touch, shake, and try to guess what is inside. Then have them open it to reveal what is inside.)

**Ask:** Why is a Bible the perfect gift? (Let the children respond)

**Say:** The Bible tells us everything that we need to know to live a happy life that is pleasing to God. It also tells us about a very special and important gift that God wants to give to every person in the whole world!

Phil Disney is a missionary who gives Bibles as gifts. He is the President of Bibles-4-Children and has been giving away Bibles for over 25 years.

Although Phil lives in Georgia, he works in countries all over the world. He sends Bibles to places like India, Egypt, China, Nepal, Syria and Iran — places where the Bible is not available or not translated into a language they can understand.

Every year, Phil's ministry has thousands of Bibles printed. Then they give away these Bibles to children just like you all over the world! These Bibles are written in a language they can read and understand. It provides an opportunity for them to hear about the perfect gift that God wants to give them, the gift of salvation!

*(Read Romans 6:23)*

**Continue:** God gives us His special gift of salvation when we pray and tell Him we are sorry for the things we have done wrong, thank Him for His Son, Jesus, and give Him control of our lives so that we can serve Him. It is the only way that we can go to heaven some day."

Let's pray for Phil Disney, Bibles-4-Children, and the children who are receiving Bibles all over the world!

*(Close in prayer. Invite those who want to know more about God's gift of salvation to speak with you.)*

## Focus:

Sharing the good news of Jesus through the gift of Bibles and Bible storybooks

## Key Verse:

Romans 6:23

## Purpose:

God wants us to tell others about Him.

## Objects Needed:

A gift-wrapped Bible

# You Have a Gift

*(Hold up the gift box for the children to see.)*

**Ask:** When do you think someone might get a gift like this one?" *(Let the children respond.)*

**Say:** People like to give each other gifts for special occasions. Did you know that God has given each of you gifts? He has given each one of you special talents, interests, and abilities. He has designed each gift just for you! He wants you to use those gifts in ways that honor Him.

Ben Hedges is a missionary in Morocco. He knows that God has given him many unique gifts. God gave Ben interests and talents in outdoor activities. Ben uses these to serve others and teach them about God.

There are very few Christians where Ben lives, so it is very important for him to make good relationships with the people there. He has to find ways to build relationships with them so that they will trust him and be open to listening to what he has to say. Most people in Morocco love nature and doing things outside. This is a way that Ben can use the gifts that God has given him to make relationships with people and eventually share the gospel with them.

For example, many people in Morocco love soccer. God has given Ben an interest and talent for soccer. By playing soccer with the people, Ben is able to build relationships with them. After a little while, when they have come to trust Ben, and the time is right, he will be able to talk to them about Jesus.

**Continue:** Another example of how Ben uses his gifts is through kayaking. Morocco is full of beautiful rivers, and people love to go kayaking there. God has given Ben the ability to kayak. He is also a member of a swift water rescue team. He rescues people who have accidents or have difficulties while kayaking. He uses his abilities to serve the people in his community and build trusting relationships with them.

*(Read 1 Peter 4:10)*

God wants you to use your gifts for others and to tell them about Him. Think of how Ben and other missionaries use their gifts to share about Jesus. That is what God wants us to do!

*(Lead in prayer for missionaries all over the world who are using their gifts for the Lord, that He will bless their ministries. Pray that those in your group will discover ways to use the gifts that God has given them to serve others.)*

## Focus:

God has given each of us different gifts. Missionaries use their gifts to reach people who, otherwise, wouldn't be interested in the Gospel.

## Key Verse:

1 Peter 4:10

## Purpose:

To understand that God wants all of us to use our gifts to serve others and spread the gospel.

## Objects Needed:

A gift-wrapped box





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**[www.bibles4children.com](http://www.bibles4children.com)**



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