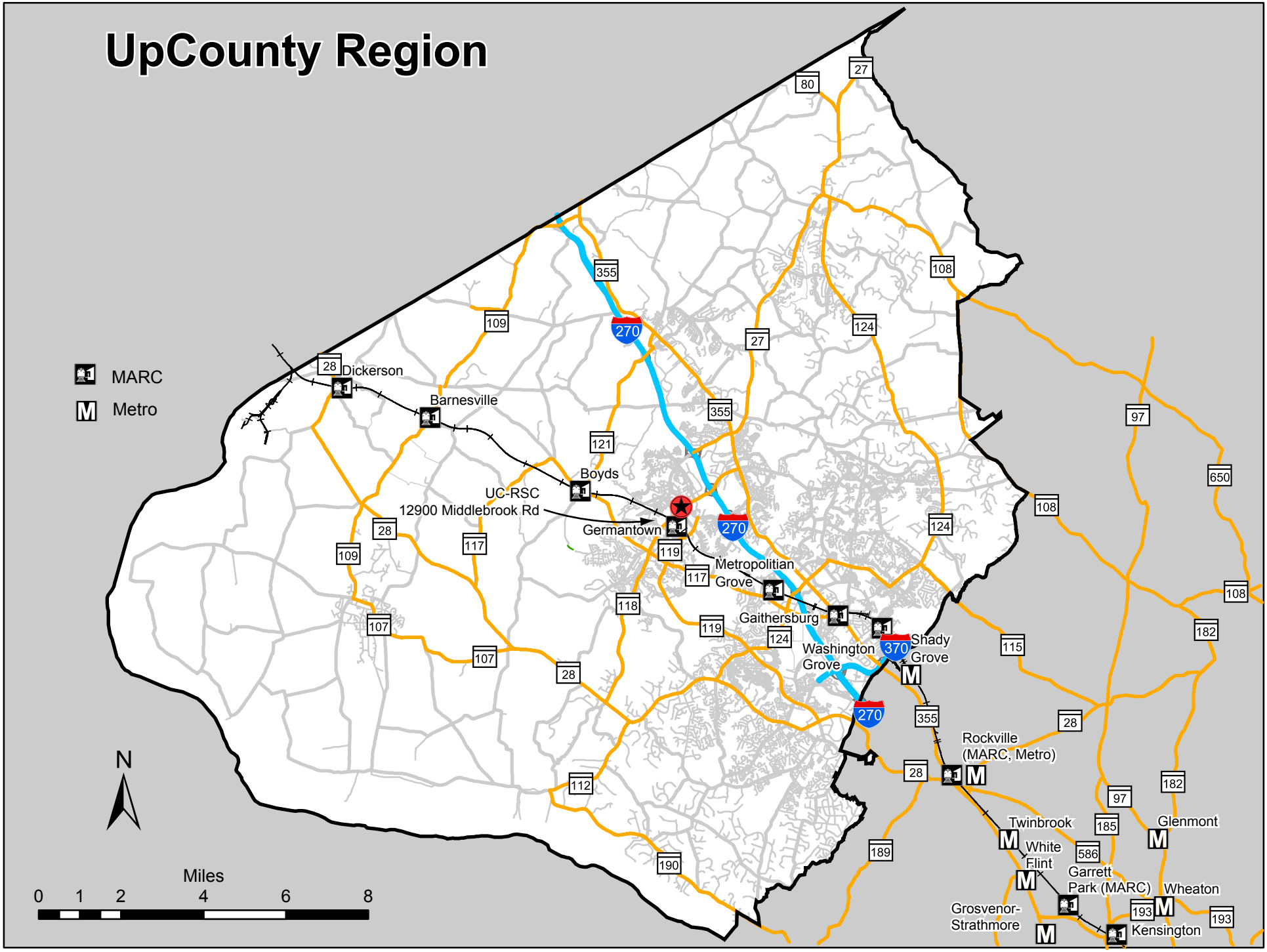UpCounty Region