



AT THE INTERSECTION OF BUSINESS AND COMMUNITY



Longfellow
Business
Association

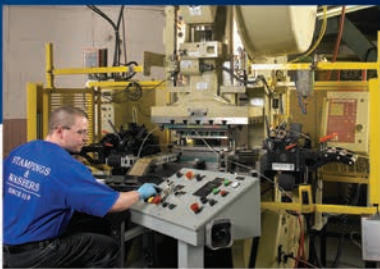


LONGFELLOW BUSINESS DIRECTORY 2022

Messenger
Longfellow • Nokomis



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LoLaArt.org

LoLa

art crawl

3rd weekend in September



Late February

A LONGFELLOW PARTNERSHIP



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The Longfellow Business Directory has been an important part of the Longfellow community going back to the 1990s. It was started to help foster better communication within the business community, and partially paid with Minneapolis Neighborhood Revitalization Program funds. When the grant money dried up, the Longfellow Business Association (LBA) wanted to continue publishing this important directory to link residents with local businesses. The LBA approached the *Longfellow Nokomis Messenger* about taking on the project despite the absence of an outside funding source.

While prior Directories had contained some advertising, the question posed to the *Messenger* was whether there would be enough support in the Longfellow business community through advertising to cover the costs of the printing and distribution of the Directory to the Longfellow community. The answer was "yes." The business community agreed this directory provided an important link to local residents as it was delivered to each home in the community and was also available directly at local businesses. It's a way for businesses to connect with customers and a way for residents to identify the myriad of businesses within walking distance. It's something residents can hold in their hands, flip through, and keep in a drawer for easy reference.

The question, "Where did I see that?" becomes a lot easier to answer. You saw it in the Longfellow Business Directory.

The first Longfellow Business and Community Directory published in cooperation with the *Longfellow Nokomis Messenger* was produced in 2004. Do you remember the vibrant mosaic of the Lake Street Bridge in full autumn bloom on the front cover? The text on the cover described it as "Your guide for everything you need to work and live in the Longfellow area of Minneapolis." Since then the Longfellow Business Directory has been published every two years, and is released with the December issue of the *Messenger*.

The 2022 Longfellow Business Directory is the 10th book that the two organizations have partnered on. LBA staff gather the information on Longfellow businesses, and *Messenger* staff sell the ads, produce the layout, and handle the printing and delivery. Starting with the 2018 Directory, a portion of the proceeds from the Directory has been earmarked as a contribution to the LBA annual budget to further support an integral neighborhood resource at the intersection of community and business.

Be sure to tell us how you're using this book – and how it's helping you shop local and support the businesses right down the street.

Kim Jakus

Longfellow Business Association

Denis Woulfe & Tesha M. Christensen

Longfellow Nokomis Messenger

Messenger

5139 34th Ave. S. #17097
Minneapolis, MN 55417

612-345-9998

longfellownokomismessenger.com

Facebook: <https://www.facebook.com/LongfellowNokomisMessenger/>
Instagram: LongfellowNokomisMessenger

News for you!

The Longfellow Business Directory is published by TMC Publications Co., in partnership with the Longfellow Business Association. The Longfellow Nokomis *Messenger* is a monthly community publication in the Longfellow and Nokomis areas of Minneapolis, owned and operated by TMC Publications, CO. Visit our website for our calendar and publication dates.



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TMC Publications and The Messenger are for profit and for a purpose – and we don't sacrifice one for the other. We consider ourselves a zebra company, one that is both



black and white. As a media company, we work to highlight issues, solve real, meaningful problems, and repair existing social systems. We are working with our readers and advertisers to create a more just and responsible society that hears, helps and heals the customers and communities we serve.

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A BETTER BUSINESS AS USUAL

Small business
organizations
like LBA are crucial
connecting points
in our communities.

by Anna Tsantir,
LBA Board member & owner of Two Bettys Green Cleaning

Since we last printed the Longfellow Business Directory in early 2020, our business community, landscape and daily rhythms have been substantially and irrevocably changed. COVID-19 has presented a strange new reality where some businesses experienced the best years since being founded, while others were decimated. And some only survived because of federal aid for small businesses. Through our Portraits from 6 ft project (see page 8), the Longfellow Business Association has highlighted the experiences of our local businesses during a time of incredible uncertainty.

When the heart of our neighborhood, Downtown Longfellow, was destroyed in the civil unrest following the murder of George Floyd, our community was shaken. As we look out over vacant lots, it may seem as though little has changed or been accomplished over the last year and half. But, out of the rubble, a coalition of businesses and property owners at Lake and Minnehaha formed Longfellow Rising, and our partner organization Redesign has purchased the historic Coliseum



building - one of the only buildings at the intersection to survive the civil unrest (see pages 6-7). Both organizations are committed to rebuilding with a vision that prioritizes sustainability, racial justice, the arts and healing space that recognizes the trauma experienced by our BIPOC communities for centuries leading up to the murder of George Floyd.

This is not business as usual. For companies that have gone through the pandemic and a civil uprising first hand, there seems no other option but to evolve into something better and new. At Two Bettys we have seen some real positives. We have had to collectively figure out paid leave and time off for sick or quarantined employees (or those who need to care for family). We are learning techniques to remove bias from our hiring processes. Businesses are figuring out how to increase wages to stabilize our workforce with livable income and safety nets. These shifts towards a more sustainable workplace for all only improve company culture. As businesses, we have the power and agency to impact our entire community, to create a better place to live in the neighborhoods we call home.

Whether it is physical rebuilding or an internal changes of company culture, this opportunity for transformation will not be quick or easy. To see these changes through will require a space where everyone at the table is able to share more experiences and points of view than ever. In business, change management only works when there is collaboration and communication. I heard a quote at a Pollen event here in Minneapolis, the kind you quickly write down on whatever you have handy (I still have that scribble on a napkin pinned to the wall in my office): "Collaboration - you know you are doing it when it hurts a little."

Change often causes discomfort - and that discomfort is an invaluable tool in finding our way through challenge. Even when it's uncomfortable or difficult, we do it anyway because the outcomes are not only worth it, but imperative.

The Longfellow Business Association and our partner organizations are crucial for connection, collaboration, and making our voices heard. We are more powerful when we come together to create a new way to do "business as usual." Through both Covid and the civil unrest, we have seen first hand how our communities, both residents and business, can come together to support and lift up the beloved, integral, and struggling businesses in our neighborhoods. In this transformative time for our city, these connections are more crucial than ever. We are taking the lessons and using them to continue to build back a better Longfellow and beyond - for everyone. //

The silver lining of the struggles of 2020 & 2021 is that we have all seen new and better ways to do "business as usual."

Anna Tsantir, Two Bettys



Photos by Carina Lofgren, Portraits from 6ft

ABOVE Ricardo Levins Morales is an artist and organizer with a studio located on Minnehaha Avenue.

PREVIOUS PAGE Ekta Prakash moved to Minneapolis 20 years ago as an immigrant from India and has served as CAPI's CEO for the last 14 years.



Curious?

Read more about CAPI USA
and Ricardo Levins Morales at
www.longfellowbusinessassociation.org

LONGFELLOW RISING

LAKE STREET STORIES

Whether you're
attending an event or
volunteering at George
Floyd Memorial Square,
attending Open Streets,
or spending time around
Minnehaha & Lake, that
change is palpable.



Ruhel Islam at the Gandhi Mahal site. Photo by Jan Willms



Connect with Longfellow
Rising by emailing
longfellowrising@gmail.com
or liking the Facebook page.

1

by Dan Kennedy,
LBA Board member & lawyer at Kennedy & Cain

The year 2020 was challenging for the Longfellow business community, particularly in the main commercial intersection of Lake Street and Minnehaha Avenue referred to as Downtown Longfellow. The COVID pandemic closed restaurants and other businesses. Before the first wave had passed, the murder of George Floyd sparked civil unrest focused on the Third Precinct headquarters at Lake and Minnehaha. In the ensuing days, 17 buildings within two blocks of the Precinct were burned beyond rehabilitation. Many more were heavily damaged. The destruction affected the national chains (Target, Cub, Aldi, Auto Zone, Wendy's, Arby's), but most of the destroyed buildings belonged to local residents who owned both the property and the business inside. These owners lost their property and their livelihood. Worse yet, they had to pay to demolish the ruins - demolition of the Odd Fellows building alone exceeded \$400,000.

These owners and other stakeholders began to meet in June 2020 to look to the future. Soon after, they formed the nonprofit Longfellow Rising to coordinate a thoughtful approach to analyzing the status quo before May 2020 and plan for a brighter tomorrow.

The mission of Longfellow Rising is to rebuild Downtown Longfellow with equity, sustainability, and belonging. As our community rebuilds a commercial district, we seek to address and remedy past practices of structural inequality, unsustainable practices, and selective inclusiveness. The desired outcome is an improvement in both the physical structures and societal structures that make up our community.

With donations and grants, Longfellow Rising worked with consultants to study key properties on the south side of Lake Street, notably including the Odd Fellows, Gandhi Mahal, and Migizi buildings on 27th Avenue. This study addressed questions of ownership, usage, parking, design, sustainability, and a focus on community access. Through community engagement, Longfellow Rising is seizing this unanticipated opportunity to pursue a collective approach to recreating this central part of our community. //

RESTORING THE COLISEUM

2

From Racial Equity And Community Health
www.reachtwincities.org

The Coliseum, a community commercial center since 1917, was almost destroyed following the civil unrest after the murder of George Floyd. In order to restore this historic 80,000 square-foot building, Redesign, a non-profit community development corporation, has closed on the acquisition of the space, located at 2708 East Lake Street. Preserving and redeveloping the Coliseum building has been identified as a high priority by neighborhood residents, community leaders, and partners.

This completed acquisition will allow Redesign to restore the building, which would have otherwise been demolished by its previous owners. The non-profit organization has partnered with a number of Black-owned businesses to own and operate the building once restored. Among these Black entrepreneurs are Alicia Belton of Urban Design Perspectives, Janice Downing of CommonSense Consulting@Work, and Chris Montana of Du Nord Crafts & Spirits. Once the building is remodeled, it will be a space for local and BIPOC entrepreneurs to establish and grow their small businesses. It will also provide an opportunity for the community to feel inspired and hopeful after the destruction last year. The redevelopment plan also includes temporary window art pieces by local artisans, which will redress the building and provide hope and encouragement that a new BIPOC led era of the Coliseum building is coming.

REACH is part of the Lake Street Leadership Recovery Coalition (LSLRC), a group of community leaders who came together to collaborate on recovery and renewal efforts after the civil uprising following the murder of George Floyd. Work has begun, but it may be years or even decades before we see visible outcomes of new development, rebuilt infrastructure and strengthened social supports. Powderhorn Park Neighborhood Association (PPNA) serves as the administrator for R.E.A.C.H.



Top & middle photos by Terry Faust



As we heal the Coliseum,
it is a sign that the
broader community
along Lake St. is healing.

Taylor Smrikarova, Redesign



TACOS EL PRIMO

PORTRAITS FROM 6FT



LIGE'S BEAUTY & BARBERSHOP



HAPPY HUMAN FITNESS

COMMUNITY PROJECT

Portraits from 6ft is a project of photographer Carina Lofgren that captures Minnesotans' everyday lives amid the Covid-19 crisis. During this time of uncertainty and social distance, this project brings people together by sharing unique stories from our community. The LBA and our partner organization Redesign are working with Carina to document Longfellow businesses impacted by the pandemic.



See more stories
 & photos at
www.longfellowbusinessassociation.org



THE LIFT



MOTHER EARTH GARDENS

COMMUNITY VOICES

1 “We are asking questions about what our community needs, trying to use our space and resources to meet those needs, and trying to hold onto connections and awakenings that have been made possible by all this change.”

~ Eat for Equity Executive Director
Emily Torgrimson

2 “The art I create - and that we distribute - is intended to be medicinal, supporting people’s resilience in the face of oppression. The pandemic has made it obvious (to those who might have missed it) that inequality and injustice are disease vectors. My art supports people’s struggles for adequate housing, wages, healthy food and a clean environment - the true building blocks of public health.”

~ Ricardo Levins Morales

3 “Being honest with yourself and those around you about your moods and struggles is the quickest way back to happiness.”

~ Amber Walker of Happy Human Fitness



KMS AIR DUCT
CLEANING



RICARDO LEVINS
MORALES ART STUDIO



EAT FOR EQUITY

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at the intersection of community & business

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Thanks

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ARTS & ENTERTAINMENT

art classes/supplies

Cry Baby Clay
4141 Minnehaha Ave S
crybabyclay.com

Curiosity Studio
3605 E Lake St
curiositystudioclass.com

Dock 6 Pottery
4206 E 34th St
612-327-0429
dock6pottery.com

Meg Erke Artist & Educator
612-708-1977
meg-erke.com

Northwest Graphic Supply
4200 E Lake St
612-729-7361
nwgraphic.com

artists/galleries

Amaranth Art Studio
4524 Minnehaha Ave S
612-422-4360
anitawhite.esty.com

Black Table Arts
3737 Minnehaha Ave S
612-208-0135
blacktablearts.com

Hendrickson Fine Art Photography
612-617-8170
irelandinblackandwhite.com

Laughing Waters Studio
3718 Minnehaha Pkwy E
612-333-1881
laughingwatersstudio.com

League of Longfellow Artists (LoLa)
Longfellow Art Crawl
lolaartcrawl.com

Megan Moore
Paintings & Murals
612-770-9238
meganmoore.com

Ricardo Levins Morales Art Studio
3260 Minnehaha Ave S
612-455-2242
rlmarts.com

Squirrel Haus Arts
3450 Snelling Ave S
612-669-8712
squirrelhausarts.com

The Glass Woodsman Studio
3615 Snelling Ave S
612-214-6834
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Twisted Groove
Tie Dyes & Batiks
612-232-1391
twistedgroove.com

dance studios

Ballare Teatro Performing Arts Center
4259 Minnehaha Ave S
612-721-8619
ballareteatro.com

Jawaahir Dance Company & The Cassandra School
3010 Minnehaha Ave S
612-872-6050
jawaahir.org

Mactir Academy of Irish Dance
3709 Minnehaha Ave S
651-261-8575
mactiririshdance.com

Tapestry Folkdance Center
3748 Minnehaha Ave S
612-722-2914
tapestryfolkdance.org

Zorongo Flamenco Dance Theatre
3715 Minnehaha Ave S Ste C
612-234-1653
zorongo.org

music

Minnehaha Recording Company
4501 Minnehaha Ave S
612-564-8088
minnehaharecording.com

Reverb Piano
3460 Minnehaha Ave S
612-501-3937
reverbpiano.com

The Hook & Ladder Theater & Lounge
3010 Minnehaha Ave S
612-345-7166
thehookmpls.com

news/media

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theater & cabaret

Firehouse Performing Arts Center
3010 Minnehaha Ave S
612-724-6273
thehookmpls.com/firehouse-pac/

Riverview Theater
3800 42nd Ave S
612-729-7369
riverviewtheater.com

Trylon Cinema
2820 E 33rd St
612-861-4686
trylon.org

AUTO & CYCLE

auto body

Best Body Shop
3704 Snelling Ave S
612-721-4533
bestbodyshopmn.net

Mike's Frame Service
3858 Dight Ave S
612-724-3240
mikesframeservice.com

auto cleaning

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4155 Hiawatha Ave S
612-729-4557
washme.net

bicycle sales & service

Bicycle Fit Guru
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612-462-3526
bicyclefitguru.com

One on One Bicycle Studio
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oneonebike.com

The Hub Bike Co-op
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thehubbikecoop.org



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612-872-6050
CassandraSchool.com

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“The newspaper ties a region together, helps make sense of itself, fosters a sense of community, serves as a village square whose boundaries transcend Facebook’s filter bubble.”

— Margaret Sullivan, “Ghosting The News”

gas stations

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4601 Hiawatha Ave S
612-729-4224
holidaystationstores.com

Moto Mart
3301 Hiawatha Ave S
612-722-9665

SuperAmerica
4320 E Lake St
612-721-7306

motorcycle sales & service

Roy's Motorcycle Repair
3232 Snelling Ave S
612-721-8868
roysrepair.com

rental

Avis/Budget Car & Truck Rental
3355 Hiawatha Ave S
612-721-1838
avis.com/budget.com

repair/maintenance

Alexanders Import Auto Repair
2904 E 35th St
612-729-2516
alexandersimportautorepair.com

Amsoil Synthetic Lubricants
4220 40th Ave S
612-724-6045

Apple Auto Repair LLC
3601 Minnehaha Ave S
651-334-3029

Auto Mart
4201 E Lake St
612-722-0374
automartmpls.com

Auto Zone
2610 E Lake St
612-729-0123
autozone.com

AutoMex Collision Repair
3703 Dight Ave S
612-724-8930

Baraka Auto Center - II
3028 E Lake St
612-354-3842
barakaauto.us

Car X
3021 E Lake St
612-721-9419
carx.com

Collision Bonilla
3701 Minnehaha Ave S
612-724-1908

Electra Tune Tire and Auto
4522 E Lake St
612-721-3121
electratune.com

Iggy's Auto Repair Inc
3662 Minnehaha Ave S
612-722-3443

JL Mecanica en General
3711 Dight Ave S
612-581-1305

Kennedy Transmission
3423 E Lake St
612-721-3189
twincitiestransmission.com

Lake Auto Repair
2940 30th Ave S
612-729-9767
lake-auto-repair.business.site

Napa Auto Parts
3333 E Lake St
612-721-5054
napaonline.com

Precision Tune Auto Care
3232 E Lake St
612-721-3303
precisiontune.com

R & R Automotive
4056 42nd Ave S
612-721-1357
randrautomotiveonline.com

Ron's Auto
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612-722-1110
hondatown.net

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612-559-9298

Time Motor Sales
3800 E Lake St
612-724-3631
timemotors.net

small engine repair

R&R Small Engine Service
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612-721-6133
randrsmallengines.com

tires

Tires Plus
3421 E Lake St
612-721-2300
tiresplusminn.com

towing

Cedar Towing & Auction Inc.
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612-721-6645
cedartowing.com

COMMERCIAL/ INDUSTRIAL

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612-729-7353

Minneapolis Concrete Products
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612-709-4722
minneapolisconcreteproducts.com

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612-722-0137

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General Mills Grain Elevators
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612-721-6811

manufacturing/ machining

7-SIGMA
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612-722-5358
7-sigma.com

Acme Foundry Company
3161 Hiawatha Ave S
612-721-6666
acmefoundry.com

Boker's Inc.
3104 Snelling Ave S
612-729-9365
bokers.com

Industrial Plastics Inc.
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612-584-3607

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612-501-1926

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4749 Hiawatha Ave S
612-886-3528

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612-722-0509
tierraencantada.com

United Child Daycare
4145 Hiawatha Ave S
612-315-4359

churches

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3249 30th Ave S
612-729-0189
akinachurch.com

Bethlehem Covenant Church
3141 43rd Ave S
612-721-5768
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Bread of Life Deaf Lutheran Church
2901 38th Ave S
612-260-6293
breadoflifedeaf.org

Christ Church Lutheran
3244 34th Ave S
612-721-6611
christchurchluth.org

Ebenezer Seventh-Day Adventist Fellowship
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612-722-1890
ebenezerfellowship22.adventistchurchconnect.org

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epworthmpls.org

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612-721-1222
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612-328-4636
ghcogicmn.org

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612-721-2201
hiawathachurch.com

Holy Trinity Lutheran Church
2730 E 31st St
612-729-8358
htlcmpls.org

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3737 38th Ave S
612-325-9947

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3805 40th St E
612-729-7556
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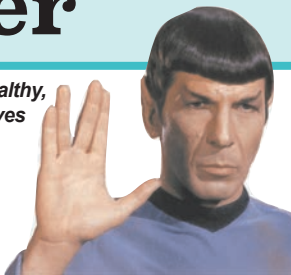
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612-722-6030
apostolicfaith.org

community organizations

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longfellow.org

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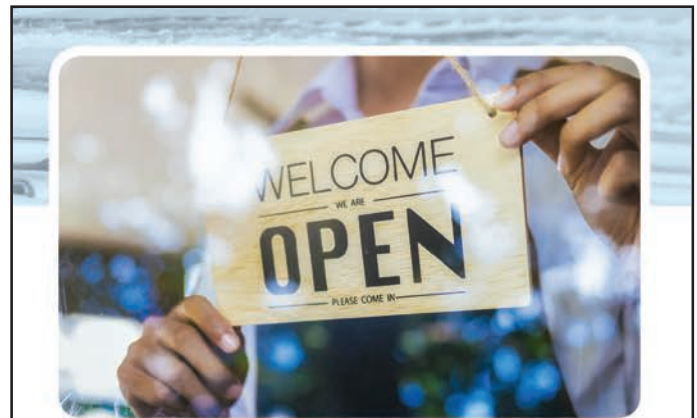
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612-729-3800
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schools

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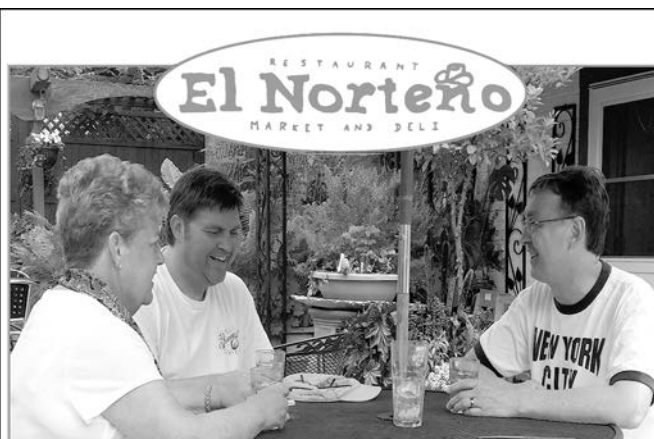
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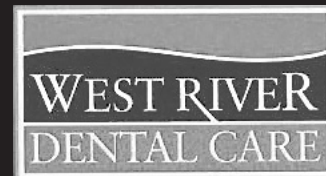
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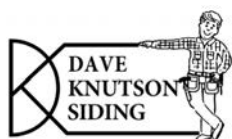
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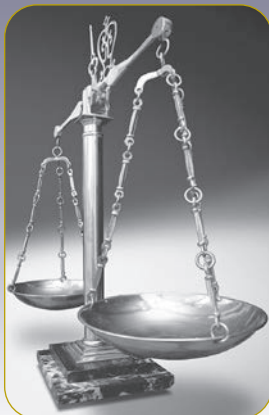
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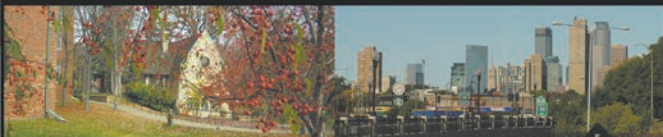


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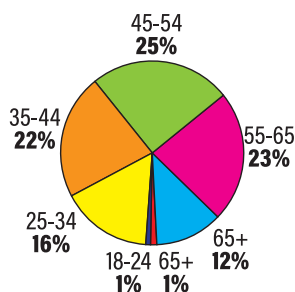
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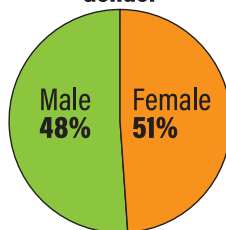
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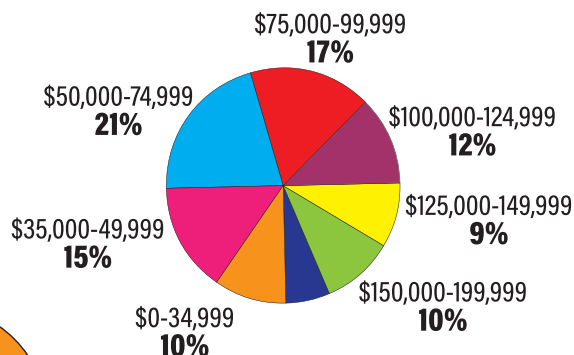
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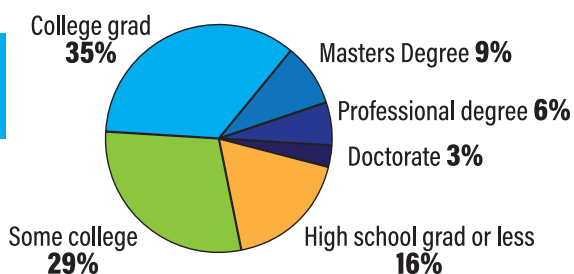
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