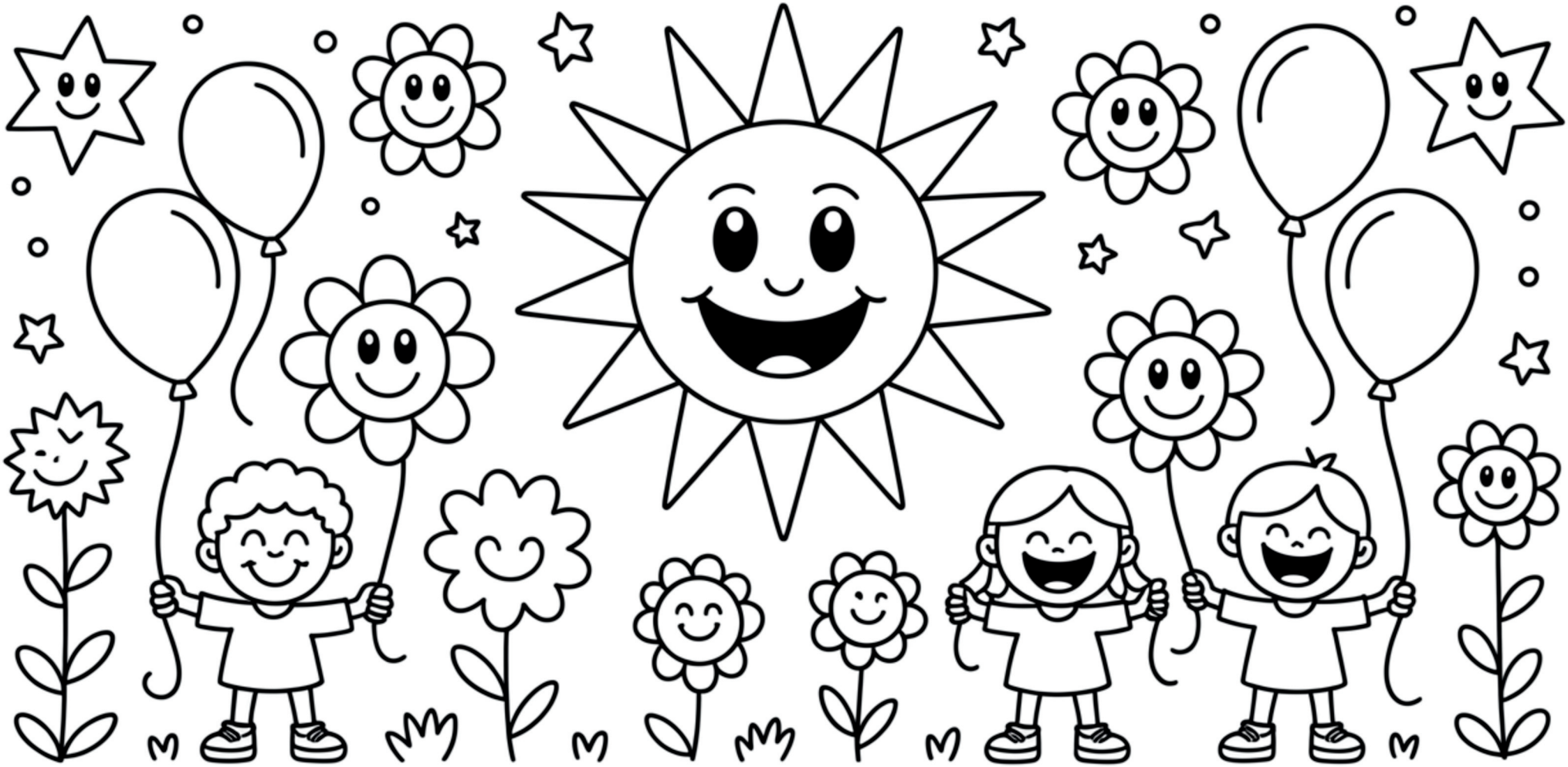WORLD SMILE DAY