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onSAVINGS



Thrifty Thrills 13

The staple of any college student’s schedule – aside from studying, of course – is allotting time for entertainment. Whether it’s going to the movies, going to a concert, reading a book, or just about anything else, being entertained costs money. And these days it seems to cost more than ever.

onENTERTAINMENT



The Seven Deadly Sins of College Life 14

The college experience is often known as “the best four years of your life.” The value of a college degree has been ingrained in our minds, but what about the value of the college experience? A Midwestern college professor, writing under the pseudonym Thomas Benton, published “The Seven Deadly Sins of Students” in The Chronicle of Higher Education newspaper in 2006, which highlights behaviors that we are all guilty of as students during our college years.

onVALUE



Following My Destiny 18

As a big fan of “The Alchemist” by Paulo Coelho, which is the story of a shepherd boy who discovers his innate talents by learning to follow his destiny, I leaped, deciding to follow my destiny too. I left my job without looking back, knowing that I was being guided by a force greater than me. It was scary but exhilarating; I was going to achieve what I had wanted for so long!

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GENESIS BE

written by EMILY STERN

"I want to infiltrate" is not a surprising statement to hear from one of the many up-and-coming entrepreneurs in New York City. What is surprising is this young entrepreneur's age; at 22 years old, Genesis Be (also known as Lo-Key) has already released three rap albums, performed live at sold out shows, and created her own record label. Her rap has what most modern hip-hop lacks—clean, swear-free lyrics, content that promotes education and social awareness—rather than violence, sex, and the objectification of women. She has returned rap to its origin as a source of information and opinion becoming "the CNN of the ghetto." Her newest album "I9 in America," containing tracks such as "I don't discriminate," proves that rap can send positive and poetic messages while still being catchy, clever, and rhythmic.

Genesis Be does not only talk about social reformation: she lives it. As a woman in the rap business, Genesis hopes to "infiltrate" a male-dominated field and to change it from the inside. At only 22 years old, she has strong morals that have not been corrupted by her success in the entertainment industry. Genesis models herself after Alicia Keys, who stays out of gossip magazines, by selling her music, not her body.

As the granddaughter of activist Reverend Clyde Briggs—who sought to empower African Americans and overturn the Jim Crow Laws during the 1960's—Genesis grew up politically driven, turning her feelings into poems, which later became raps. When Hurricane Katrina hit in 2005, interrupting Genesis' freshman year at Mississippi Gulf Coast Community College, Genesis took a break from her music to restore her community. She worked with Yates Construction Company to rebuild casinos, generating tourism in her hometown of Biloxi, MS.

In conjunction with South Mississippi Aids Task Force, she also created a video to educate children about AIDS prevention.

Continuing her education, Genesis Be transferred to New York University's Clive Davis Department of Recorded Music, enabling her to get a degree directly related to her career. This year she was awarded the Catherine B. Reynolds Scholarship, a \$40,000 grant given to only six undergraduate entrepreneurs at NYU, to help launch her record label "Open Sky Artworks." The first album produced by "Open Sky Artworks" will be a children's album showcasing local talent, which Genesis hopes to use as an educational tool in public schools. Although still up and coming, "Open Sky Artworks" already promotes and manages a wide array of student talents, including poets, musicians, composers, painters, and writers.

When Genesis is not mixing beats, writing lyrics, or simply attending classes, she volunteers at elementary schools in Harlem and the Lower East Side. She is already planning to work with Harlem Children's Zone in the summer of 2010. As someone who considers education a fundamental part of success, Genesis' promotion of youth education is much in the same vein as supporting their talents. When prompted for tips for those looking to follow in her footsteps, Genesis advises simply to "educate yourself and learn all you can."

Undoubtedly, Genesis has an entrepreneurial spirit, passion, and strength of character that few others can claim. She serves as proof that a student with few resources and a creative mind can turn their talents into not only a lucrative profession, but also one that serves their community. ■

For more information on Genesis Be, go to genesisbe.com



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Cheap Eats

written by EMILY STERN

Arguably, one of the most exorbitant expenses that most students incur is food—whether it is at the market or dining out. One of the easiest ways to increase your budget is to avoid the latter as much as possible and stick to making your own food. Still, constantly going food-shopping adds up, so it is helpful to go to generally inexpensive grocery stores, such as Trader Joe's. It is also a good idea to steer clear of those that are relatively over-priced. Food Emporium even offers a "Fresh Club Card" for free, which gives you extra savings on selected foods during checkout. Another good idea for those watching their wallets, is to make a grocery list beforehand, as it minimizes the desire for impulse shopping. Finally, make sure to compare food amounts to prices. If you know you will eat a lot of salad, it might make sense to buy a cheaper family pack of romaine hearts, rather than two of the regular-sized packages. Most importantly, avoid the desire to go to coffeehouses every morning for your caffeine-fix. Coffee drinks can cost upwards of \$4, which can add up pretty quickly. Instead, buy a coffee-maker and make coffee at home; you can even get one with a timer, so you can wake up to the intoxicating scent of coffee already brewing.

Cooking your own food rather than dining out is easier said than done; preparing your own meals is labor-intensive, boring, and time-

consuming. However, that does not always have to be the case. There are plenty of great websites online that tell you how to make simple, quick, and delicious meals. You can cook with friends, have a potluck, and even have a small dinner party at your dorm or apartment. Or, you can invite your friends over for dinner one night a week, and then they can cook you dinner on another night. Plus, cooking meals is a great way to romance your way into a fellow student's heart, and even if you totally mess up the meal, at least you will have a great conversation starter and story to tell.

Still, you cannot eat at home all the time and it comes in handy to know some great ways to eat cheaply in a city that is famous for its high living costs. One great way to get a free meal is to attend clubs or lectures on campus, as they often offer free food as an incentive. Also, always ask if a restaurant offers a student discount. Sometimes even the most unlikely ones do, though they might not advertise it in their window. Finally, keep an eye out for coupons, such as the ones in this magazine, because a penny saved is another penny you have to pay back that student loan. ■

For more writing by Emily Stern, go to adventuresofanavidreader.blogspot.com

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Green Faces

written by TAMEKA VASQUEZ

GO GREEN. BUT ON YOUR FACE?

Polling 20 girls on campus, I found that 17 of them have a regular beauty routine, out of which only 2 use natural cosmetics. Many of us, especially due to the lack of beauty sleep that comes with the college life, have a morning routine involving several cosmetics. We have our favorite brands, our must-have products and frankly, don't make the time to learn about alternatives. The introduction of organic or "natural" cosmetics to the marketplace was made years ago, but girls on a tight budget often overlook the benefits of these products once their eyes get a glimpse of the price tags. However, quality should outweigh quantity in our minds as consumers, right?

Since there are no true regulatory requirements (the FDA does not have a set of standards for the cosmetics industry), many products are only relative to a brand and its marketing objectives. The cosmetics industry was super excited about the creation of eco-friendly beauty brands, wasting no time in telling us that their new, natural or organic products were safer, sexier and better for our hair, skin and the planet. However, being bombarded with these ad campaigns often leads to skepticism or disregard. So from one college girl to another, here are the facts:

👁️ Get in the habit of reading product labels, many of the cosmetics that we've merged into our morning routines contain elements that can cause damage to our skin. Some examples are artificial fragrances and synthetic dyes, which are among the many ingredients that get into our pores, causing irritation, blackheads, acne and other skin allergies. This is especially true for people with sensitive skin.

👁️ Natural cosmetics are derived from plant materials such as fruits, leaves and herbs. So, these products couldn't even irritate the most sensitive of skins! They won't clog your pores, cause any damage shown through pimples or roughness and won't result in uneven toning. The minerals can instead revitalize the skin through their smoothing and moisturizing agents.

👁️ One popular ingredient often used in organic products, is titanium dioxide, which is a natural anti-inflammatory and sunscreen.

👁️ Makeup such as foundation and loose powder are fine-grained, so they blend easily, giving you that desired "I wake up gorgeous" finish.

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👁️ Some cosmetic brands at the forefront of going green on your skin include Care by Stella McCartney, Sheer Cover, E.L.F., etc.

A classmate of mine, who is a makeup-maven as well as an avid go-greener, told me about her switch to natural cosmetics saying, "I like the feeling of them and I'm aware that it's better for my skin, so regardless of the price, I continue to use them. If I'm going to obsess about what goes into my stomach and my apartment, I might as well care about what goes on my skin." She continued, "I just feel that more should be exposed in terms of the actual benefits of mineral makeup and other natural cosmetics, because years down the road, we don't want to look like those old women in the movies with the green faces, trying to revitalize the youth in their skin. Switching now can save so much time and money spent on our skin later." ■

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Thrifty Thrills

written by CHRISTIAN MCCUSKER

The staple of any college student's schedule – aside from studying, of course – is allotting time for entertainment. Whether it's going to the movies, going to a concert, reading a book, or just about anything else, being entertained costs money. And these days it seems to cost more than ever. I bought a hardcover book this week and the list price was \$30! It may not be what Jay-Z had in mind when he pointed it out, but 30 really has become the new 20, and who even has \$20 to throw around anymore? Once upon a time you could take someone out on a date for about \$20, but now that won't even cover two movie tickets.

What about that \$30 book I bought this week? It's a new release that I'd been looking forward to for ages, and there was no way I could wait a year for it to show up in paperback. So how did I afford it? Well, first of all, most bookstores offer discounts on new releases. The store from which I purchased it had the list price discounted to a \$19.50 "online price", which was further reduced to \$17.55 for members. Even with shipping costs, I paid less for this book than I would have, if I had just gone down the street to the brick-and-mortar incarnation of the same store. Also: most bookstores have a member discount program, but they usually aren't free. Here's a handy tip to handle that: if your parents are bibliophiles of any stripe then they're probably already members. Next time the cashier asks you if you have a member card, give them your parents' home number and see if it works – at the very least, it can't hurt.

Saving ten bucks here and there is nice, but everyone knows that the best things in life are free. Your favorite bands,

stores, and movie studios want you to be their customer for a long time, and therefore they will just give away their products every now and then. The trick is being in the right place at the right time, so you can be one of the lucky few that doesn't have to pay. One of the best ways to do this is signing up for email lists. Just last week I got two free tickets to see my favorite punk rock band perform in a tiny basement club, simply because I checked my email before I went to bed. The week before, the same band sent out a free MP3 of a song from their new album – again, just because I was on the mailing list.

My favorite mailing list is from The Cinema Source -- <http://www.thecinemasource.com/screenings>. Roughly once a week, they send me an invitation for two free passes to an upcoming movie. Sometimes I'm not familiar with the films they offer, but more often than not, they're ones that I'd be paying to see in theaters in a few weeks anyway. The fact that these screenings are free isn't even the best part – it's getting to see new releases weeks or months before anyone else does!

There are a million different ways to be entertained cheaply, as long as you resist the initial temptation to pay full price. Always look for a sale, a discount card, or a buy-one-get-one-free offer. Entertainment companies need you as a customer, as badly as you need them to make you laugh, dance, or relax. They're willing to give great discounts to the customers who know where to find them, including you! ■

Learn more about Christian's band at myspace.com/maddoghmie

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The Seven Deadly Sins of College Life

written by TAMEKA VASQUEZ

The Seven Deadly Sins were formed by an historical religious belief to categorize human tendencies towards a certain set of sins and they grew to have an impact on the moral compass of the world. These "sins" impact our thoughts, our behaviors and our experiences. As a student, consider your thoughts and behaviors on and off campus and examine the impact your "sins" may have on the value of your college years.

The college experience is often known as "the best four years of your life." The value of a college degree has been ingrained in our minds, but what about the value of the college experience? A Midwestern college professor, writing under the pseudonym Thomas Benton, published "The Seven Deadly Sins of Students" in The Chronicle of Higher Education newspaper in 2006, which highlights behaviors that we are all guilty of as students at some point during our college years.

I conducted a survey involving 30 students on Baruch College's campus. I had students rank statements, each representing a different sin and tallied them in the end to see if Thomas Benton was on to something. Twenty respondents reported being only "somewhat satisfied" with their college experiences so far, six were satisfied and the remaining four weren't at all. Through examining how they

unknowingly admitted to several of the Seven Deadly Sins, the driving forces behind their satisfaction or dissatisfaction became quite obvious. First let's break down these sins. This survey is only a sample, and by no means do these sins apply to all students. Being guilty of a couple does not deem you a bad student. In fact, it makes you quite normal.

Sloth College students have become professional procrastinators. Once comfortable in the college setting, students often begin to postpone assignments, papers and study time for exams. Gradually, class discussions and lectures appear duller and the temptation to skip class becomes greater. Slothful students have the confidence that despite their current habits, they will be active and productive when it really counts. Twelve respondents were guilty of this.

Greed Not surprisingly, nineteen respondents stated the main reason they were attending college was to land a good job. While this is not totally negative, the value of the learning experience really comes into question. The overwhelming mind-set of those surveyed was that students today do not choose to attend college for the learning experience, but instead for the necessity of it in the job

market. Many are studying fields that do not interest them, wanting only to secure a well-paying job in the future. Greedy students want the appearance of success, even if they didn't truly earn it, seeking good grades by cheating, plagiarizing or nagging their professors after finals.

Anger Students of today's generation have grown to feel a sense of entitlement. In a college setting, these students have the attitude that their professors work for them and should act like it. So when things do not go their way in a particular course, they are quick to complain to the professors, their departments or even bash them and discourage prospective students on websites like RateMyProfessors.com. 26 respondents have used this website, although none revealed about talking badly about a professor.

Lust Everyone has been in a classroom where a student walked into class dressed provocatively. This gives the students who are already bored, something else to look at besides PowerPoint slides. Lustful students spend class time fantasizing about a classmate or even an instructor who they consider "hot." 13 respondents admitted they wished they had more "hot" professors teaching their courses.

Gluttony Many professors have prohibited eating in their classrooms, however due to the sense of entitlement that students feel, gluttonous students practice eating and drinking in class as though they were sitting in a cafeteria. 17 respondents said they regularly eat in their classes due to their crammed schedules and say doing so does not affect their attention in class.

Envy Professors agree that competition is a good thing, as it encourages students to do their best and prepares them for the world of work. Envious students view peers who constantly participate or talk to their professors after class as "suck ups." When final grades are put out, they feel as though professors simply pick their favorites and allocate grades accordingly. Envy can be felt in other instances, such as those students who work for their tuition money being envious of fellow students whose parents pay for their classes, or evening students working full-time being envious of those who only work part-time.

Pride This was the most pervasive deadly sin among respondents and really speaks for the generation as a whole. Many college students feel that they will be rich and famous one day. They feel that they are better than their parents in the sense that they have infinite potential and possibilities. Proudful students have high confidence and their sense of entitlement is very strong. 22 respondents owned up to this sin. The value of a college education has not lessened necessarily, but the way today's college students view the experience through the influence of entertainment, their family's expectations, and their peers; it's as though certain bad habits are expected of them. This view greatly impacts the true value of the experience.

At the end of the survey, I informed the students who took it, that they are representing hundreds and thousands of students and that every sin can be fought with a virtue. A personal increase in the value of diligence, generosity, patience, chastity, moderation, contentment and humility is what will combat the tendency towards our respective sins. The strength of our values projects into our thoughts and therefore into our behaviors. Our personal satisfaction during our college years and onwards relies on these strengths. ■

For more writing from Tameka, go to belespirit.wordpress.com



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Golden Rule

written by RICK WALKER

"So in everything, do to others what you would have them do to you" Mt 7:12 - NIV

We have all heard the Golden Rule but do we really understand it, particularly with regard to our daily interaction with others?

In our day-to-day lives, we all interact with people: family, friends, business associates and strangers. So much of our day is influenced by the outcome of those interactions and more importantly, how we respond to them.

If we take the subway we are very familiar with the manner in which we stay isolated in our separate worlds, interacting as little as possible with those around us. We have our protective barriers erected against possible interaction. We read books or newspapers, plug ourselves into our iPods or work on our lap-tops. There is no end to the ways in which we communicate the fact that we don't want to, well, communicate.

If we have an exchange with a taxi driver, street vendor or just bump into someone on the street, depending on the nature of their response and our own, such an incident can set a "mood" for an entire day. Some days, simply getting up "on the wrong side of the bed" in the morning can spoil a day.

These are examples of how we manifest what we visualize into our lives and how the "Law of Attraction" works when dealing with mankind. Our mind set dictates how we treat the world and, in return, how the world treats us.

As an extreme example, let's consider the character Scrooge in Charles Dickens' A Christmas Carol. The story begins by defining Scrooge's character as "... a squeezing, wrenching, grasping, scraping, clutching, covetous old sinner!" As Scrooge moves through each aspect of every day, his interactions with everyone are confrontational and distasteful. He is an entirely unsavory character who overpowers everyone he encounters with his ego and money-centered consciousness, exemplifying a bad attitude toward his fellow man.

He treats everyone he encounters with this persona. In return, he receives cautious, timid and cowardly responses from his employees, disbelief and disappointment from businessmen and contempt from his peers when they are informed of his death in the "Ghost of Christmas Yet To Come" scene.

At the other extreme, let's look at another Christmas classic, It's A Wonderful Life. George Bailey goes through his life always giving to his family, friends and "Building and Loan" clients. He even goes so far as extending loans to his clients immediately after his wedding in response to a desperate financial crisis. He is shown as resenting his circumstances (but, tellingly, not resenting those he has helped). These responses are consistent with the core beliefs of his character. When life presents him with his own personal crisis, his family, friends and even strangers eagerly come forward to provide assistance, in excess of his actual requirements.

Admittedly, these are carefully constructed plots for story purposes, however, they do portray contrasting examples of the human experience and exemplify "The Golden Rule." Both characters receive reactions from their fellow man consistent to what give to their fellow man, reflecting their core beliefs.

When Scrooge presents a miserly disposition to those whom he encounters, he receives a similarly negative response in return. In contrast, when George Bailey exemplifies a generous and caring attitude in his daily life, he is offered respect, admiration and generosity in return.

So, when we go about our day-to-day lives, what is the nature of the character we exemplify toward others? If we typically offer the world an unfriendly disposition, we will, over time, develop an unfriendly character. On the other hand, if we make active attempts to greet those whom we encounter in a friendly manner, we will instead, develop a friendly disposition.

To create a friendly disposition in our character, I am proposing a simple smile, and possibly a "hello," to the people we meet in the course of our day. Add little courtesy and kindness to your day. It has been said that smiles are contagious. Perhaps smiles are similar to love; it is very hard to give them away because they are always given back.

If we are going about our day with a cheerful disposition, we should reasonably expect to get cheerful responses from those whom we know. We may not get a cheerful response from the strangers we meet, however, give some thought to how someone you didn't know, passing by with a smile, may have been the ray of sunlight in your day. Plus, it really is hard to have a bad day if you are smiling! ■

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Following My Destiny

written by LAUREN GRANT

Nine and a half months is the average amount of time it takes from conception to birth of a human child. I was hoping that it would take less time for me to land that "big break" of a job, setting me on the career path of my dreams. I want to be a fashion designer. Always adventurous and ready for a challenge, choosing the road less travelled has become a norm for me, so it makes sense that I would choose to pursue a highly competitive field in this intense, fast-paced city.

Nine and a half months ago I left my secure job to chase my dreams. I used to work in Product Development, which focused on overseas communication, for a well-known clothing company alongside of capable, creative designers. I felt content with my job; I excelled at it, managing to achieve a high level of responsibility for my experience and had earned the respect of my co-workers. I received a comfortable salary and was employed in the industry of my choice. And yet, something inside nagged at me. At first it was a tiny tickle, but it became louder and louder, propelling me to pay attention: "You are creative. You are talented. You want to be a designer! Don't waste your time on a career in which you are simply 'content.' You only have one life, so use your time well. Do what you love!" As a big fan of "The Alchemist" by Paulo Coelho, which is the story of a shepherd boy who discovers his innate talents by learning to follow his destiny, I leaped, deciding to follow my destiny too. I left my job without looking back, knowing that I was being guided by a force greater than me. It was scary but exhilarating. I was going to achieve what I had wanted for so long!

Weeks later, wrapped in blankets during the harsh, cold, dark winter, I searched for a spark of inspiration as I attempted to assemble an incredible portfolio from scratch. Unfortunately the dregs of a failing relationship distracted my progress and the process became longer than I had originally intended. The endorphins from my jump subsided and I realized that this might be more difficult than I had anticipated. At the beginning of spring, I finally completed my portfolio and began to send out resumes. Meanwhile, the nation's unemployment rate was at an all time high and the percentages were increasing. Watching my savings decrease however, is what really installed panic in me. I wondered how I would afford my rent in a couple months time. So, I hopped onto craigslist and started writing amazing email responses to painting, cleaning, dog-walking and closet organization jobs. I figured that if I could make a little extra money, I would still be able to afford rent and could continue fighting for my dream. Surely I would get a job soon, right? I was following my destiny! But even with a college degree, and having graduated Magna Cum Laude, I couldn't seem to secure a basic cleaning job!

One June afternoon, I was having coffee with my daily slice of humble pie, along with a friend of mine on the LES, when this tall, blonde woman with a sunny disposition interrupted our conversation to share some of her beliefs on life. She talked for a long time about some interesting theories. I figured it cannot hurt to listen, perhaps I will learn something new. Afterwards, I told her about my plight and how I struggled sleeping, paralyzed by my

financial fears. She responded by telling me that I cannot buy into all this economic hype and that she believed I would have a job by the end of the month.

I walked away, desperately hoping that what she said was true. Those anguishing thoughts of regret had started to become a broken record in my head: Why did I leave my secure, well-paying job? If only I had been more practical! If only I hadn't allowed that sour relationship to affect my process. If only, if only! I continued to job search but no one seemed to bite onto the hooks I sent out. I comforted myself by remembering that the biggest failure is to not try at all, and at least I was trying.

A few weeks later, I sent a line out to the same, sunny coffee-shop woman. I asked her if she needed a personal assistant or if she knew of anyone who did. She replied saying that she was actually in need of some extra help with her business and we met for an interview. Just as she predicted, I had a job by the end of the month. A few days later we started working together. I learned all about how she began her own business during her college years, creating coupon booklets for students. And five years ago she started this very magazine that you are reading. An avid go-getter and entrepreneur, she encouraged me to do the same with my dream, saying "forget working for a corporation: start your own business; you have the ability, and you have the talent. I will help you." Wow, my own business! That would be amazing, but how? I had imagined managing my own business someday, after years and years of gaining experience, paying my dues and working for the man. Could I really by-step the arduous process of working for someone else?

It's been nine and a half months since I left the warmth of contentment and job security, embarking on a shaky journey in order to follow my destiny and allow my talents to shine. I'm proud to say that I am giving birth to a new dream: creating my own fashion line and being a co-owner of my own business. I have recruited a friend of mine to share in this dream and in the creation of our women's clothing line. It is still in seedling stage, but in time hopefully the roots will take hold.

Perhaps you will read this and simply see an idealistic dreamer who took for granted what she had, throwing it away based on a "feeling." Or perhaps you will see a brave, tenacious woman who is following her heart on the road less travelled. If you are among the former, I hope my story has entertained you. But if you are of the latter, I hope my story has inspired you to stand up for your talents and follow your dreams. Because with a little creativity and lots of gusto, you can achieve anything! ■

Learn more about Lauren, go to styleportfolios.com/laurenagrnt

photo by Rachel Gardam

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<p style="font-size: 0.8em;">1/2 Pound angus beef \$4.95 salmon \$5.95 bison \$5.25 turkey \$4.75 veggie \$4.75 lamb \$5.95 tuna \$6.50</p>	<p style="font-size: 0.8em;">plain slice \$1 plain pie \$8</p>	<p style="font-size: 0.8em;">1/4 pound hotdogs \$2</p>	
			<div style="background-color: black; color: white; padding: 2px; font-weight: bold; font-size: 0.8em;">CHICKEN WINGS</div> <p style="font-size: 0.8em;">10 pieces \$7 20 pieces \$13</p>

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