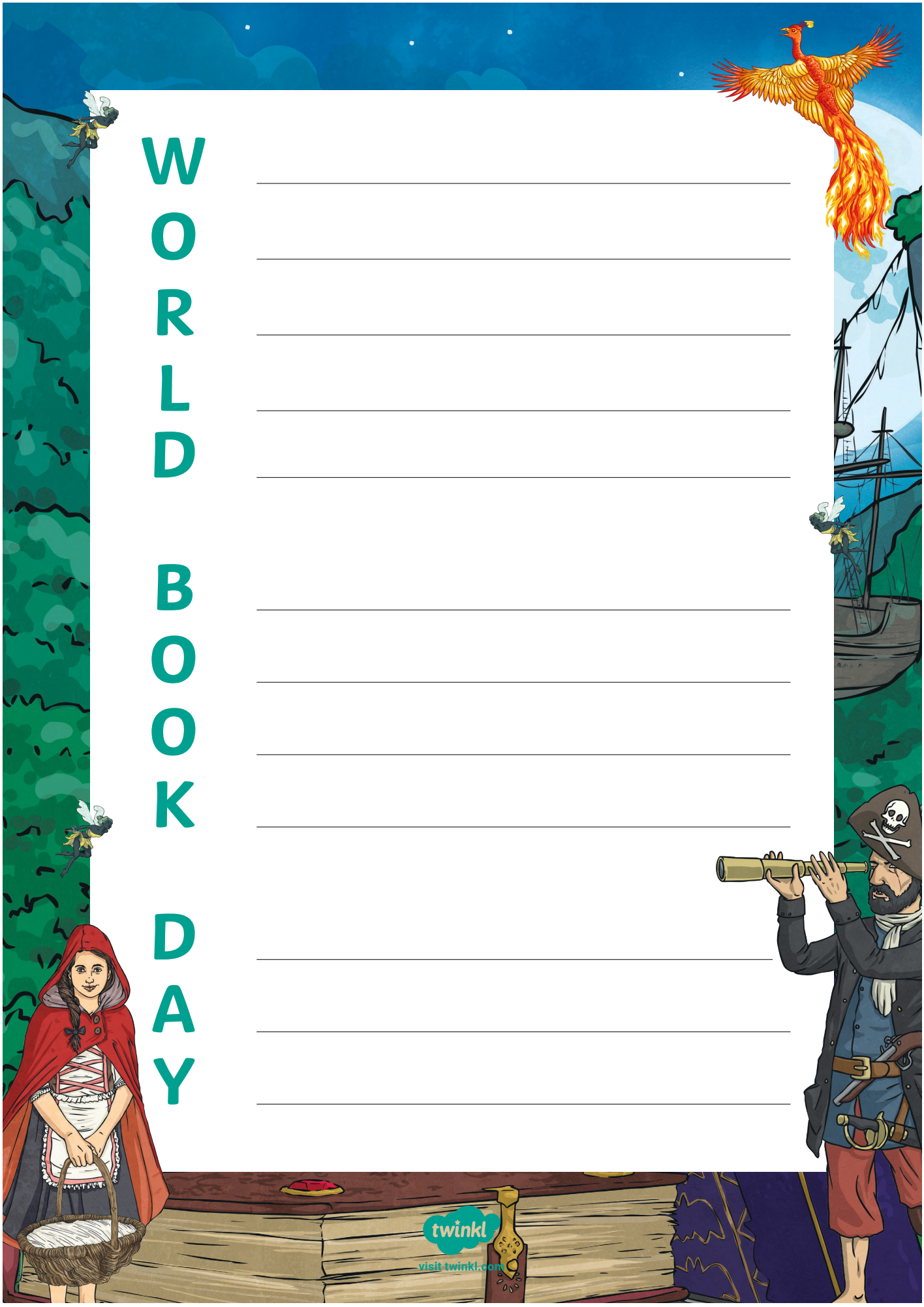WORLD BOOK DAY