

2012 ANNUAL REPORT

THE PRESCRIPTION TO END VIOLENCE AND CHANGE LIVES













OUR VISION

Alive & Free is a life-changing program that helps young people steer clear of violence and stay out of prison in the Bay Area and around the world. Young people who have learned the Alive & Free prescription have a new set of life skills to make choices that help them go to college, succeed in life and give back to their communities.

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To find out how you can help keep young people Alive & Free, contact:

Iris J. Fluellen Development Director 415-826-8624 ifluellen@StayAliveAndFree.org For general information: www.StayAliveAndFree.org

A LETTER FROM DR. JOSEPH MARSHALL



We celebrated 25 years of Alive & Free in 2012. And what a year it was!

To mark our silver anniversary, we held a gala in October at the Great American Music Hall in San Francisco. It was a well-earned party, but we never rest on our laurels. In early December, 340 students attended our national conference in Sacramento. We also held a gun buyback event that took 300 guns off the streets.

Earlier in the year I went on a 10-city tour with Reverend Michael McBride's Lifelines to Healing campaign, which works to stop violence and end mass incarceration. Embraced by "Pastor Mike" and the communities we visited, the Alive & Free prescription has become a core tool of the campaign, and we'll continue to work together going forward.

Our rebranding is almost complete, marking our evolution from Street Soldiers to Omega Boys Club to Alive & Free. But while we continue to evolve the Alive & Free movement to reach more people, all the essential programs and services we've provided to youth in the Bay Area for 25 years aren't going anywhere. We're just taking Alive & Free to the next level.

This annual report has a special focus on boys and young men of color because they face unique barriers on the path to adulthood. Inside, you'll meet a few of them and learn how they've stayed Alive & Free.

Are Manshels

Joseph E. Marshall, Jr., Ph.D. Executive Director

A LETTER FROM ADRIENNE RILEY



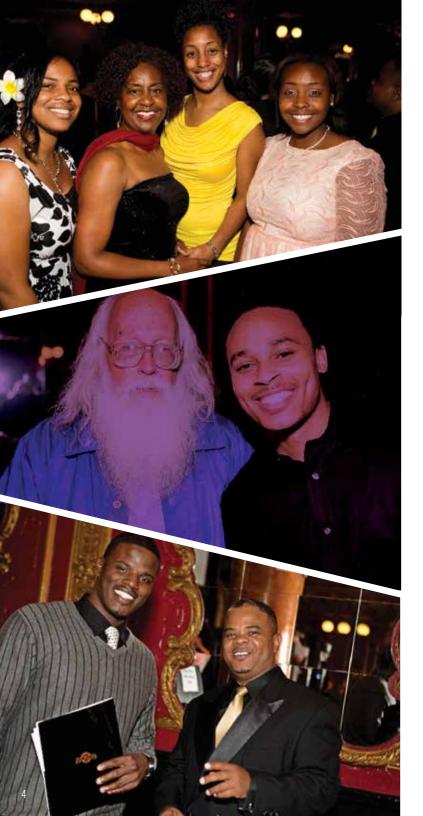
So many good things occurred in 2012. Led by the Resource Development Committee, we continued our work with a prominent communications firm to bring our many programs and initiatives under one umbrella: Alive & Free. Our message resonates with so many.

Timed to coincide with our 25th anniversary, this was a primary goal for the board under the strategic plan for 2011–2015—and we accomplished it.

Of course, it's also been business as usual around here. We continue to work very hard to bring the Alive & Free prescription to young people across the Bay Area, America and the world.

dremme M. Kiley

Adrienne Riley Board President



FROM THE FIRST 25 YEARS...

By Dr. Marshall

It's amazing to think of all we've accomplished since 1987 when Omega Boys Club held its first Tuesday meeting at a San Francisco community center down the block from the middle school where I taught math. I was tired of the culture of violence that claimed so many of my students. Violence was a disease plaguing them. They needed a cure.

About 15 kids showed up that first Tuesday night. Since then we've had 25 years of Tuesday nights. Those 15 have become hundreds of thousands—the number of people who have heard the Alive & Free message in communities across America and the world.

I've had so many eureka moments through the years when I realized how much we were changing lives that it's hard to recount them all.

I remember offering our first college scholarship. The first time we sent a check to a school for a student was a big deal for me. In the early 1990s, while I was on a college tour in Atlanta, several alumni came up to me, with big hugs.

"You made our dreams come true," they said.

Our 183 (and counting) college graduates have made their own dreams come true by embracing the Alive & Free prescription. Recently I emailed several of them. My message was simple: "Haven't talked to you in a while. How are you doing? Dr. M."

The replies that poured in were unbelievable! So many accomplished lives! Chris Harrison and his wife Nneka Allen Harrison, whose undergraduate degrees (his from Morehouse College, hers from Clark Atlanta University) we helped pay for, are now both called Dr. Harrison. With doctorates in education, they run an education consulting firm and a STEMoriented web-based learning environment, have written five ebooks, and have three precocious and wonderful children.

Dr. Janelle Tate Green, who graduated from Tuskegee Institute in 2000, is currently a podiatrist in residency at USC. Her husband, Murrell, graduated from Clark Atlanta in 1997 and is working on his doctorate at Drexel University. He also sits on Omega's board of directors. (Murrell is profiled elsewhere in these pages.) Dr. Green sent along pictures of their new baby boy, Corinthian—Cory for short.

TO THE NEXT: OUR ANNIVERSARY

Now we're heading into a new era with a new name: Alive & Free. It describes what we want for our young people, and it is the prescription that we are trying to spread across the country—and the world. Many have gone on to give back. Ayana Matthews, who like her sister Asante (another Alive & Free alumna) graduated from Clark Atlanta University, now works at Kaiser Permanente in the educational theatre department teaching students how to peacefully resolve conflicts and make healthy decisions in their lives. She also has a son, Darious, who is a middle school honor student. "Omega has taught me the value of education, and I make sure that I instill the principles that I have learned in him," she wrote.

Another big step in my mind is when we took the Alive & Free prescription abroad. While I believe it is a universal cure, it was still amazing to see it embraced in Nigeria, Thailand, South Africa and Haiti.

Now we're heading into a new era with a new name: Alive & Free. It describes what we want for our young people, and it is the prescription that we are trying to spread across the country—and the world.

Our name may be changing, but our work will stay the same. We will continue to serve young men and women at Omega Boys Club, the headquarters of Alive & Free. We will continue to provide advice and guidance to young people on Street Soldiers Radio, the voice of Alive & Free.

But we are more than a place; we are a movement. And we're joining with other movements. In 2012 I took a 10-city tour with Reverend Michael McBride, the founder of Lifelines to Healing, which works to stop violence and end mass incarceration through community organization and policy advocacy.

We will work tirelessly to partner with cities and organizations to spread the Alive & Free prescription across the globe. I'm proud to say we're taking Alive & Free to the next level.



OUR NEW BRAND: FROM OMEGA BOYS CLUB TO ALIVE & FREE

We are more than a place, we are a movement.

We are proud to announce that we have officially launched our new brand, Alive & Free. The brand encompasses our hope for the future of the Alive & Free worldwide movement to keep young people safe and free from incarceration.

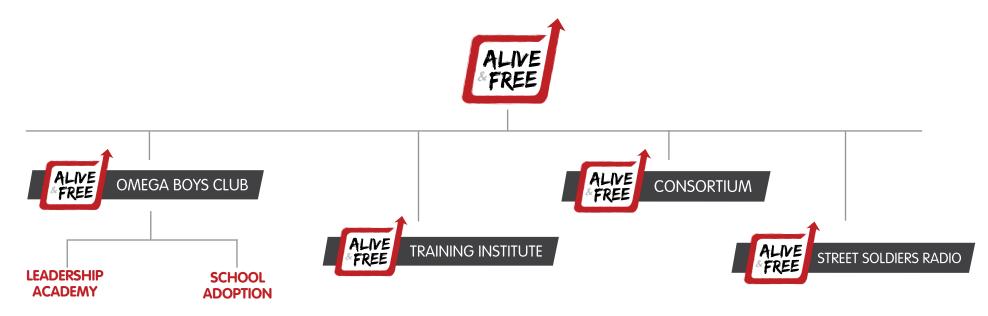
To coincide with the organization's 25th anniversary, this rebranding offers a new logo, a new look and a streamlined message that joins together the many facets of the Alive & Free prescription.

With a hopeful eye on the future, Alive & Free still honors its history by strengthening its existing programs as sub-brands under the Alive & Free umbrella. "We didn't want to cause confusion to our audience. We wanted to make sure that our audience understands that we're all of these things," said Ms Riley. "We wanted to bring it all under one umbrella and have a brand that looks the same for everything. We think it will be easier to tell our story."

Beginning in 2010, the board developed a fiveyear strategic plan. A key goal was rebranding. The Resource Development Committee was tasked with developing a strategy, bringing it to the full board for approval and then taking the steps to make it happen. It hired a prominent communications firm to distill a clear message: we keep young people Alive & Free.

"The rebranding brings on a new layer of excitement, and a refreshed look," Ms. Riley said. "As Dr. M always says, violence is a disease, and we have the cure. We are bringing this prescription to the world."

With the home of Alive & Free rooted at the Omega Boys Club and the voice of Alive & Free broadcasted via Street Soldiers Radio, we look forward to dispensing the Alive & Free prescription throughout the next 25 years and beyond.



"Strive for what you want, and don't let anyone tell you you can't do something."

RASHAD DEMINGS



Living free and giving back.

By 2010, when he first started attending Alive & Free, Rashad Demings had had a rough few years. After graduating from high school in Richmond in 2005, he rented an apartment with his little sister and mother and worked for the city of Vallejo for 2.5 years. Then he was laid off, and his mother re-married and moved out. He couldn't afford the apartment on his own.

Facing both unemployment and homelessness, he moved into the 600-person dorms at Treasure

Island Job Corps for the next three years. He completed a certification training in electrical work, took community college classes and started attending Alive & Free.

Then he was diagnosed with a form of Hodgkin's lymphoma. "Scary is an understatement. As a young person, you never think it's going to happen to you," said Mr. Demings, now 26. Through the long ensuing months of chemo, radiation and surgeries, he kept showing up at Alive & Free.

"I had a lot of reasons not to get up," he said. "But what I got from Omega inspired me to keep fighting. You're not defined by what you're in, but where you're going. The positive messages I received every Tuesday night, and hearing other people's stories, was inspiring."

In 2012, he got two important letters within two weeks of each other. One was his latest test results. He was cancer-free. The other was an acceptance letter from Tennessee State University. Today he's at TSU studying social work, planning on graduate school, and eventually hopes to work with teenage boys.

There are Alive & Free ideas he'll share with them, including, "Strive for what you want, and don't let anyone tell you that you can't do something."

EXCHANGING GUNS FOR HOPE

Rifles, handguns, assault weapons, automatic weapons and a grenade launcher were turned during the first Alive & Free gun buyback, held on December 15 at the Omega Boys Club. About 300 guns were accepted by the San Francisco Police Department, which later melted them down.

The idea for the buyback event was suggested by an anonymous donor to the Oakland community group Youth Uprising, who then contacted Alive & Free; the idea was to provide a place for people to turn in guns on both sides of the bay. Alive & Free coordinated the messaging with the SFPD—show ID to prove Bay Area residency, then turn in up to three guns for \$200 each, no questions asked and then publicized the event through billboard ads and fliers. The turnout was much larger than expected. By 7 a.m., when Alive & Free operations manager Andre Aikins arrived, there was already a line around the corner. The sellers were old, young, and came from a variety of ethnicities and walks of life. One elderly Asian woman turned in three .357 Magnums in pristine condition. News crews documented it all.

With \$25,000 in donor funds, Alive & Free paid for 125 guns and offered IOUs for another 175. SFPD Chief Greg Suhr arranged for another \$35,000 to cover the IOUs. A week later, the IOU holders were paid at Alive & Free headquarters.

Coincidentally, the gun buyback took place the day after the mass shootings at Sandy Hook Elementary School in Newtown, CT. Many who

Alive & Free paid for 125 guns and offered IOUs for another 175.

queued up said they were prompted to turn in their guns by events there. Many cited fears that the weapons would fall into the wrong hands. Horrific tragedies like Newtown are rare, but gun violence is an all-too-common experience for young black and brown men in America. A gun easily turns an everyday conflict into a deadly event.

"If a gun gets taken off the street, the chances of people walking away intact are greatly increased," said Mr. Aikins.

Photos courtesy of Don Nolte, in The Potrero View



THOMAS PHAM

Thomas Pham, 21, was invited to attend an Alive & Free Tuesday night meeting in April 2012 by a fellow student—and Omega—at Laney College. At first, he didn't get much out of it. And then he took a couple of months off to work as a counselor at a summer camp where as a child he had made many happy memories. But instead of finding joy at camp, he

Free Tuesday night meeting in April 2012 by a fellow student—and Omega—at Laney College. At first, he didn't get much out of it. And then he took a couple of months off to work as a counselor at a summer camp where as a child he had made many happy memories. But instead of finding joy at camp, he fell into a deep depression that lasted through the fall, even as he returned to Alive & Free. But then something happened just after Thanksgiving: the Alive & Free message got through to him. A year later, the film & digital media student is deciding among several four-year colleges that accepted him, and in the future hopes to make movies that upend stereotypical media depictions of Asian Americans and other people of color. He comes to Alive & Free every week.

Here are excerpts from his poem "Awakening Awareness," which Thomas wrote for Ms. Estell's Thursday night class.



Awakening Awareness

It took me nearly 8 months to fully understand and appreciate what Omega's really all about. I was in denial of the pent-up anger and personal issues that led to the state I was in... I've been coming since April, though I was never present.

It wasn't until days after Thanksgiving I began to vent.

Speaking out my thoughts, sharing my opinions and experience, I didn't know what I was doing but if felt so right.

It was nice to get the weight off my chest and clear things out my mind.

Shortly after I began to wonder if what I said meant anything even though it came from the bottom of my heart.

For what I shared was forever and always kept away in the dark.

For a second I thought I made a fool out of myself and what I said sucked.

Then YOU, Ms. Estell, asked the class, who's ever felt that way? and everybody's hand shot up. Everybody's hands up in the air.

Even the adults visiting in the back sitting in the chairs.

That one experience had me beginning to wonder.

The positive impact I have on the Omega family to finally be able to relate to others.

Since then I knew I found a second home.

Every time I come here I feel a little more grown.

Thanks to Omega I've been able to be honest with myself in regards to my well-being.

I started reading self-help books, listening, and started seeing.

I'm trying to pick up where I left off and catch up on learning.

I hope to catch up and surpass as I'm yearning ...

I value myself, recognize and appreciate my potential.

I know I'll be okzy wherever it is I decide to go.

MURRELL GREEN



Achieving Great Things 22 Years Later

In the fall of 1991, Murrell Green didn't want to go to the Omega Boys Club. He was a popular high school junior—a basketball player with a 3.0 GPA who mostly stayed out of trouble and had a lot of friends.

It was those friends who concerned his mother. Some were high-achievers with their sights set on college, but others were drug dealers bound for prison or an early grave. She forced him to attend a Tuesday night meeting at Omega with her.

That night, a young woman stood up, crying, and told everyone she did not have a mother. Mr. Green has never forgotten what she said next. "'If anyone here doesn't want their mother, I'll take her,'" he recalled. "It changed my attitude. I looked over at my mom. I was extremely grateful she had tried to do something for me."

From that night on, he attended every Tuesday night meeting until he graduated and left for Clark Atlanta University, half of his undergraduate tuition paid for by Omega. When his father, the breadwinner, died of prostate cancer just a few months later, the Omega scholarship money allowed Murrell, the youngest of ten, to stay in school.

Today, Murrell is a doctoral candidate in educational leadership and management at Drexel University, who expects to finish his Ed.D. in September 2014. He divides his time between the Bay Area, where he is a college counselor at City College of San Francisco, and Southern California, where he is a counselor with the Los Angeles Community College District. He's married to another Alive & Free alumni, Dr. Janelle Green (née Tate), a podiatrist. They have a baby boy, Corinthian—Cory for short.

At Dr. Marshall's request, in 2012 he joined the Alive & Free board, where he sits on the Strategic Directions Committee. With an eye on the future, Mr. Green would like to get more alumni involved in the Alive & Free movement, and is in the process of starting his own consulting firm that will offer higher education consulting services to participants.

"When I came in 1991, I didn't realize that the things they taught me there would keep me alive and free," he said. "As I look around 22 years later, too many of my peers are not alive and they are not free. I am very grateful for Omega for instilling some tools in me that helped me to not only be alive and free, but also to give back to those who gave to me." "Heal thyself first before saving the world."

NBA STAR MAYOR JOHNSON OPENS NATIONAL CONFERENCE

Four the fourth time since 2006, the National Conference brought the Alive & Free message to a new, excited audience. This time it was the youth and community organizers of Sacramento, Berkeley and Fairfield who came together at Sacramento State on December 7 and 8.

The opening speaker was Sacramento Mayor Kevin Johnson, who played in the NBA for 12 years.

"His impromptu connection with the students was amazing," said conference organizer Jeri Marshall, an adjunct instructor and outreach specialist at American River College in Sacramento—and Dr. Marshall's brother. "He wasn't the mayor of Sacramento or an ex-NBA player. He was the kid on the block telling his story of growing up in the Sacramento community of Oak Park. He told a story of how his father protected him from the violence in the street. He talked about being conscious of those moments in our lives where someone is there to support you on the path of success. It was inspirational, engaging and just what was needed to begin the conference."

About 340 students attended the first day of the conference. They attended Alive & Free workshops on anger, fear and pain risk factors, the commandments, rules for living and Coachisms.

During lunch, a high school step dance troupe from the Urban Heat Academy in Oakland performed. "They were fantastic," said Mr. Marshall. "The message was just as powerful as the performance.

DR. MARSHALL JOINS LIFELINES TO HEALING TOUR

They talked about success, perseverance, building community and drawing strength from life experiences."

Seventy adults from 30 community-based organizations attended the second day of the conference. They were inspired to take the Alive & Free prescription deeper in Sacramento communities. Since then 13 of them, with the help of Mr. Marshall, have formed a steering committee to explore attending the annual Training Institute.

"Everybody who is exposed to Alive & Free wants to go out and save the world," Mr. Marshall said, and then added that everyone should heed some timeless words of wisdom: "Heal thyself first before saving the world."

The Alive & Free movement is increasingly being embraced by other organizations working to improve the lives of young people of color all over America.

In 2012, Dr. Marshall went on a 10-city tour with the Lifelines to Healing campaign, a national coalition of faith-based organizations that mobilize communities to stop neighborhood violence and promote policies to end mass incarceration. In Detroit, Richmond, New Orleans, Washington D.C., Sacramento, Kansas City and four other cities, Dr. Marshall discussed the Alive & Free prescription in plenary talks and breakout trainings. It was well received everywhere.

"Alive & Free has been a great part of the solution of violence prevention," said Reverend Michael McBride, the director of Lifelines to Healing. "It has a clarity of messaging. Alive & Free communicates very powerfully the rigorous focus of what we're about: keeping our loved ones alive and free."

A native San Franciscan, Rev. McBride (also known as Pastor Mike) grew up knowing about Omega Boys Club, and several of his family members attended Alive & Free classes. But he didn't meet Dr. Marshall until 2010, when Dr. Marshall gave a Leadership Institute training for clergy in Oakland.

It was because of that experience that Rev. McBride knew the Alive & Free curriculum and model would be a great fit for the Lifelines to Healing campaign.

Another key factor is its public health approach, viewing violence as a disease and Alive & Free as the cure. "Most approaches in our community are driven by law enforcement, prison and jails," said Rev. McBride.

One city really embraced Alive & Free after city officials heard Dr. Marshall speak on the tour in June. Richmond, CA formed a partnership with Alive & Free, Richmond Pulse, The California Endowment and Healthy Richmond Hub to unite the African American and Latino communities to work on issues of gun violence, mass incarceration and mass deportation. The community-driven strategy is called "Alive, Free & United."

McBride knows other cities will follow in the footsteps of Richmond. "Everyone keeps asking, 'When is Dr. Marshall coming back?'" said Pastor Mike. "We're in the process of figuring out how to scale up our work with Alive & Free."

2012 COLLEGIANS

Nick Adams Laney College

Thalia Andrade City College, San Francisco

Shante Austin San Francisco State University

Wavne Banks Morehouse College

Zenaida Barr San Francisco State University

Andrea Battle Laney College

Andrea Beaslev Grambling University

Lydia Beasley Grambling University

Khve Booker Morehouse College

Evangela Brewster Cal Poly Pomona

Kanisha Burdeen Cal State University, East Bay

Ebone Carter Fashion Institute Merchandising & Design

Beverly Castillo San Francisco State University

Michelle Curry Merritt College

Rashad Demings Tennessee State University

Inicki Ellis City College, San Francisco LaShanae Everette San Jose State University

Latu Fanaika Berkeley City College **Daija Foster**

Spelman College Leo Gi St. Peters College

Andreana Grant Tuskeegee University

Charles Grant Howard University

Te'reisha Graves Florida A&M University

Elexus Hunter Clark Atlanta University

Naji Jackson Cal State University, East Bay

Aubrey 'Nay Johnson Cal State University, Northridge

Alicia Marie Jones University of Hawaii, Oahu

Jahlil Kane-Abdullah West Los Angeles Community College

Portia Kane-Abdullah University of California, Riverside

Cherelle Lewis Clark Atlanta University

Daniel Lindsey Clark Atlanta University

Garv Mackev Tennessee State University **Jocelyn Marin-Gutierrez** Cal State University, East Bay

Anisa Mason-Freeman Cal State University, Los Angeles

Anthony May San Francisco State University

Trallonie McKinney Spelman College

Leon Medley City College of San Francisco

Celissia Mitchell Laney College

Erica Monroe University of Notre Dame

Lashawn Moore Howard University

Jhonae Mozeke Clark Atlanta University

Calvanay Nunley Merritt College

Jasmine Owens San Jose State University

Nailah Phelps Cal State University, Los Angeles

Kalah Regis Alabama State @ Birmingham

Tanava Reid San Francisco State University

Rvann Richardson City College of San Francisco **Brenda Rivas** Hoskos College

Brittney Robinson Bowie State University William Smith Washington & Lee University

Ashanti Taylor Clark Atlanta University

Nicole Trammell Contra Costa Community College

Corv Walker City College of San Francisco

Dana Ward-Robinson Spelman College

Tiffany Williams Cal State University, Monterey

Jobie Williams Cal State University, East Bay

Omar Williams Grambling State University

D'vondre Woodwards Contra Costa Community College

Jamelvin Woodridge City College of San Francisco

2012 CONSORTIUM MEMBERS

Berkeley Organizing Congregations for Action

Services

Four Brothers El Sobrante, CA

For Youth By Youth (FYBY)

Futures, Inc. Birmingham, AL

I Have a Dream Foundation-Los Angeles Los Angeles, CA

Koinonia House of Worship Omaha, NE

The Lucas Center Pleasant Hill, CA

Overcoming Gangs & Bevond San Diego, CA

SFUSD/John Muir Elementary School San Francisco, CA

SAFE Organization, SAFE Healing Foundation Inc., and SAFE Inc. Baltimore, MD

Ubomi Youth Foundation Cape Town, South Africa

Al Wooten Jr. Heritage Center Los Angeles, CA

YMCA of Greater Seattle Seattle, WA 98104

Young Life EPA East Palo Alto, CA

YOUTHCAN Project and Youth Can Club Nonthaburi, Thailand

Independent Members

Maurice Benson, Chicago, IL John Haller, Walnut Creek, CA Jan Martin, Los Angeles, CA Tamiko Ferguson, Queen Elizabeth, CVI

2012 ALIVE & FREE TRAINING INSTITUTE ATTENDEES

3rd Street Youth Clinic San Francisco, CA

AIMCO San Francisco, CA

All Hallows San Francisco, CA

Bavview Magic San Francisco, CA

Bayview Opera House San Francisco, CA

Berkeley Alliance Berkeley, CA

Berkeley Booster PAL Berkelev, CA

Berkeley High School Berkelev, CA

Berkeley Unified School District Berkeley, CA

BOCA Berkeley, CA

Building Futures Mentoring Program – YMCA Berkeley, CA

Cal Corp Public Service Center Berkeley, CA

CARC/Huckleberry San Francisco, CA

City of Berkeley Berkeley, CA



Berkeley, CA D'Veal Family and Youth

Pasadena, CA

East Palo Alto, CA



City of Dreams San Francisco, CA

City of San Diego San Diego, CA

Community Ambassadors San Francisco, CA

CSUS Center for African Peace & Conflict Resolution Sacramento, CA

D'veal Pasadena, CA

Fairfield Police Athletic League Fairfield, C**A**

HOMEY San Francisco, CA

Israelite MBC, OCO - San Antonio Cluster San Antonio, TX

Leaders of Change San Diego, CA

Levy & Associates San Francisco, CA

Lifelines to Healing Berkeley, CA

McGee Ave Baptist Church Berkeley, CA

Pogo Park Richmond, CA

Richmond Parks & Recreation Richmond, CA

San Francisco Unified School District San Francisco, CA

SEFA/ Food Guardians San Francisco, CA

SF Achievers San Francisco, CA

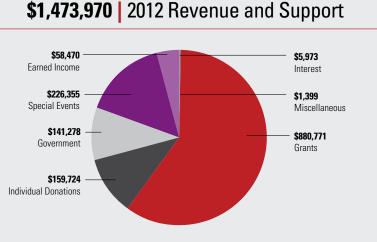
SF Ed Fund San Francisco, CA

YMCA Alive & Free – Seattle Seattle, WA

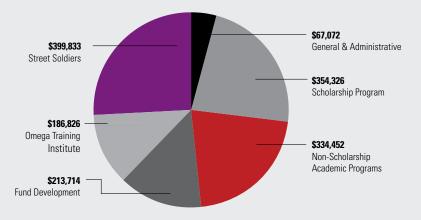
YMCA-PG&E Teen Center Berkeley, CA

Young Adult Empowerment Center Richmond, CA

FINANCIAL HIGHLIGHTS



\$1,556,223 | 2012 Expenses



Assets	2012
Net assets at beginning of year	\$2,478,380
Increase (decrease) in net assets	(\$82,253)
Net assets at end of year	\$2,396,127

Alive & Free by the Numbers	2012	
Alive & Free Scholarship Fund		
Scholarship Funds Awarded	\$354,326.00	
Collegians Receiving Omega Scholarship	70	
Alive & Free Leadership Academy		
Enrolled in College	70	
College Graduates	11	
Students in Academy Classes (Includes College Prep)	231	
Total Participants	312	
Alive & Free Training Institute		
Students Taught Alive & Free at Adopted Schools	186	
National/International Community Leaders Trained	158	
Total Participants	344	
Alive & Free Street Soldiers Radio		
Annual Callers	426	
Radio Stations Carrying Street Soldiers	3	
Alive & Free Presentations		
California	6,745	
Nationwide (excluding California)	700	
Total Audience	7,445	

GRATITUDE AND THANKS TO OUR GENEROUS DONORS

\$200,000 and Above Grousbeck Family Foundation

\$100,000 to \$199,000

CP Development Co., LP College Access Foundation of California San Francisco's Department of Children, Youth and Their Families

\$25,000 to \$99,999

Avant! Foundation Richard & Kim Beleson California Consumer Protection Foundation The California Endowment Credit Suisse America's Foundation Purple Heart Patient Center Wells Fargo Foundation

\$10,000 to \$24,999

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