

Keep Iowa Beautiful[®]

KEEP AMERICA BEAUTIFUL AFFILIATE



2021 Annual Report

A Message From Keep Iowa Beautiful Leadership

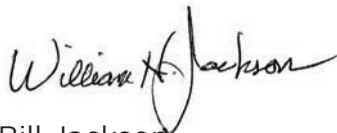
Twenty-one years ago, former Iowa Governor Robert D. Ray and Casey's founder and retired chairmen Donald F. Lamberti worked together to create Keep Iowa Beautiful. Their common goals were built on a love of the State of Iowa. They knew that programs that support community pride and volunteerism would help build stronger communities by improving cultural vitality and economic success.

Despite the challenges that 2021 posed, KIB is proud to share that, with your support, it has been a year of action and accomplishment. We mobilized residents, government, and business leaders across Iowa to work together to help Iowa communities inspire hometown pride, prevent litter, and beautify communities. As detailed in this report, the Keep Iowa Beautiful programs and Hometown Pride communities met the challenges of 2021 head on.

As always, we are thankful for your strong support and commitment to keeping the state of Iowa beautiful.



Kevin Techau
Executive Director



Bill Jackson
Associate Director



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Reo Menning, Board Chair,
Des Moines

Mike Richardson,
Board Vice-Chair, Pleasant Hill

Scott Smith, Board Secretary,
Boone

Doug Shull, Board Treasurer,
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Megan Jones, Sioux Rapids

Nate Westre, Stuart

Mark Wiskus, Pella

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Kevin Techau, Executive Director,
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Bill Jackson, Associate Director,
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Tim Lane, Program Planner,
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SPPG + Essman Research,
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Stay Connected



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Keep Iowa Beautiful: A Snapshot



Started in 2000 by former Governor Robert D. Ray and Casey's General Store Founder Donald F. Lamberti, the organization has grown to include communities across Iowa that dedicate thousands of volunteer hours each year to help support the long-standing mission of Keep Iowa Beautiful:



Empowering Iowans to bring cultural and economic vitality into communities through improvement and enhancement programs.

Keep Iowa Beautiful inspires Hometown Pride. Our programs enhance community cultural and economic vitality. Keep Iowa Beautiful programs have strengthened communities in every corner of Iowa. The Paint Iowa Beautiful and Pick-up Iowa programs have long focused on Iowa's natural beauty and the unique culture of Iowa that makes it a great place to live, work and raise a family. To help Iowa's communities address the large and small issues that impact sustainability, Keep Iowa Beautiful developed the Hometown Pride program that has successfully operated in sixty-six Iowa communities bringing stability and empowerment through successful coaching assistance.



Financing and resources to enhance and improve Iowa's communities



Educational opportunities to share information and cultivate sustainable lifestyles



Volunteer efforts to ensure the beauty of Iowa is maintained



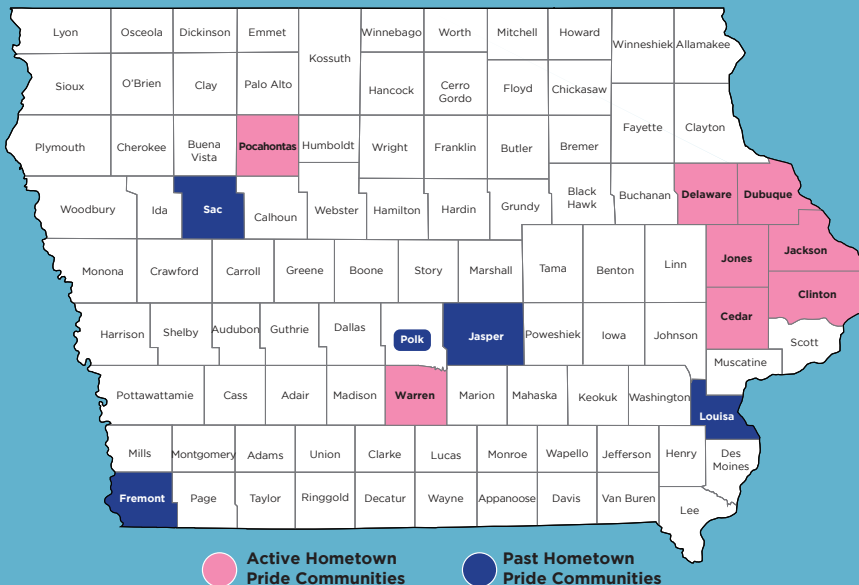
Scholarships and awards to encourage growth and knowledge in relevant fields

Program Spotlight:

Hometown Pride

What is Hometown Pride?

Bottom Line: It's a program that brings community members together to improve their hometown. The program is built on a community coaching model implemented in rural communities across Iowa. The coaching model provides technical and financial source assistance, through trained coaches, to local residents, city councils, city clerks and managers to enhance and support the plans and visions for the cultural and economic future of the community. The Hometown Pride program builds a sense of pride and respect along with a commitment to vitality and action.



"The Hometown Pride program has a proven record of helping to create a new community vision and enabling residents to implement the vision by re-invigorating civic pride."

- Jeff Davidson, Executive Director, Jasper County Economic Development, former Keep Iowa Beautiful Hometown Pride Community Coach for Jasper County

"Hometown Pride has produced numerous projects in each of our communities, encouraged community involvement and pride, brought in hundreds of thousands in grant monies. It's had a huge impact on our small towns."

- Tom Grau, Pocahontas Development Director

Meet the Hometown Pride Community Coaches



Francis O. Boggus
Clinton County



Lorin Ditzler
Warren County



Dan Fox
Grant Wood Mississippi River Region (GWMRR)
Assistant Coach



David Heiar
Grant Wood Mississippi River Region (GWMRR)



Marla Quinn
Cedar and Delaware County



Margo Underwood
Pocahontas County



Jennifer Walker
Cedar and Delaware County

Program Spotlight:

Hometown Pride

This year, Hometown Pride community volunteers, coaches, and local officials continued to work together to bring positive change and improve the places they live, work, and play! Check out these 2021 highlights from Keep Iowa Beautiful's Hometown Pride communities:



Rolfe ADA Accessible Sidewalk *Pocahontas County Hometown Pride*

Rolfe Hometown Pride members celebrated the completion of a new ADA accessible cement sidewalk and gathering area recently at the Farmer's Market in heritage Park. This project was funded in part with a Pocahontas County Foundation grant award. Community volunteers provided labor to finish the project.



#WanderWarrenCounty Summer Bingo *Pocahontas County Hometown Pride*

Warren County Hometown Pride partnered with Warren County tourism to bring #WanderWarrenCounty Summer Bingo to life and inspire residents to go out and explore their communities! The interactive, virtual bingo game featured 25 unique activities and ways to engage with the community throughout the summer months with prizes for participants that scored a bingo on their cards!



New Virginia Celebration Mural *Warren County Hometown Pride*

New Virginia residents are enjoying a fresh, new splash of color in the town thanks to the completion of the Celebration Mural in May! Local artist, Ally Frame was selected out of seven entries to design and create the mural for the community.



Clinton County Walk of Fame *Clinton County Hometown Pride*

The City of Clinton Hometown Pride Committee announces the ribbon-cutting for the first public display of plaques for the Clinton County Walk of Fame Honorees for 2021. The Clinton County Walk of Fame exhibit traveled to various sites throughout Clinton County to give residents a chance to check it out at convenient locations!

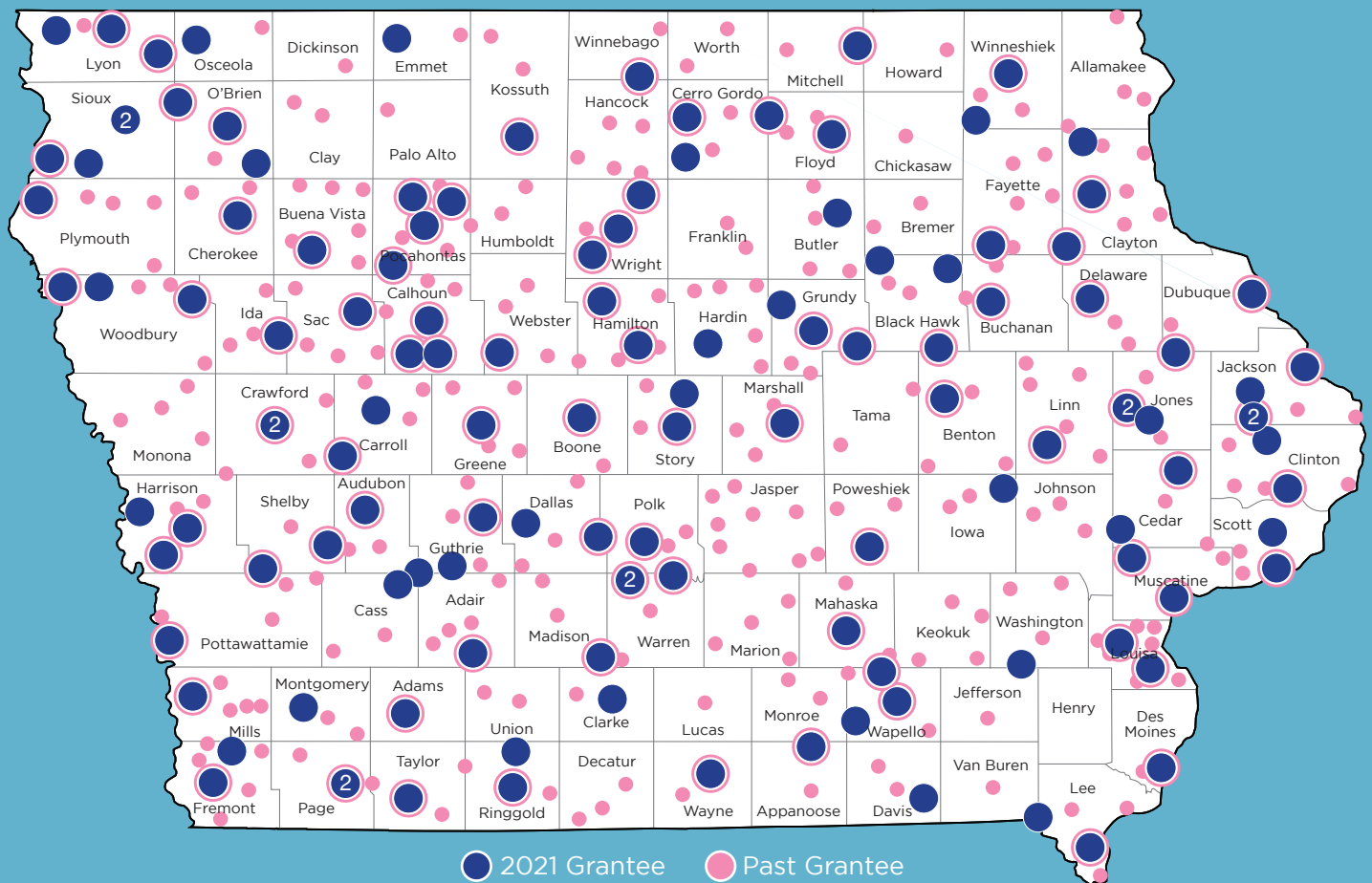
Learn more about our Hometown Pride Communities:
www.KeepIowaBeautiful.org/programming/hometown-pride/

Program Spotlight:

Paint Iowa Beautiful

Keep Iowa Beautiful and Diamond Vogel Paint Company celebrated their 19-year partnership in 2021 by awarding Paint Iowa Beautiful Grants to 132 community projects statewide!

The Paint Iowa Beautiful Grant provides free paint to public service projects in Iowa aimed at enhancing the beauty and vitality of the community. The projects awarded the grant in 2021 were diverse – including murals, shelters, historical buildings, trail signs, and even a historic train depot! A full list of 2021 Paint Iowa Beautiful Grantees can be found in the [Appendix](#).



In the 19-year partnership with Keep Iowa Beautiful, Diamond Vogel has awarded:



11,860+
gallons of paint

► TO ►

1,132

community projects
in Iowa



Program Spotlight:

Paint Iowa Beautiful

A fresh coat of paint can serve as an attraction to visitors and add a splash of color for a community. Below are a few of the many community improvements made possible by the Paint Iowa Beautiful Grant in 2021:



Audobon Wings Mural

Audubon residents are enjoying their brand new mural that was completed in June! The “Audubon Wings” Mural (pictured) was made possible with generous contributions by Jodi, artist/owner at OM MY GOD Tattoo, Keep Iowa Beautiful and Diamond Vogel’s Paint Iowa Beautiful grant, Lori’s Flowers, and other local donations.



Mahaska YMCA

Thanks to the Paint Iowa Beautiful Grant Program, community volunteers gave the Mahaska County YMCA a much-needed makeover! Volunteers were able to stain the entire exterior of the summer camp cabin shelter so that they can continue to serve the community by offering a fun and enriching summer program for elementary aged students in the area. The YMCA partnered with Central College’s Day of Service and had students come to the site and complete the painting.



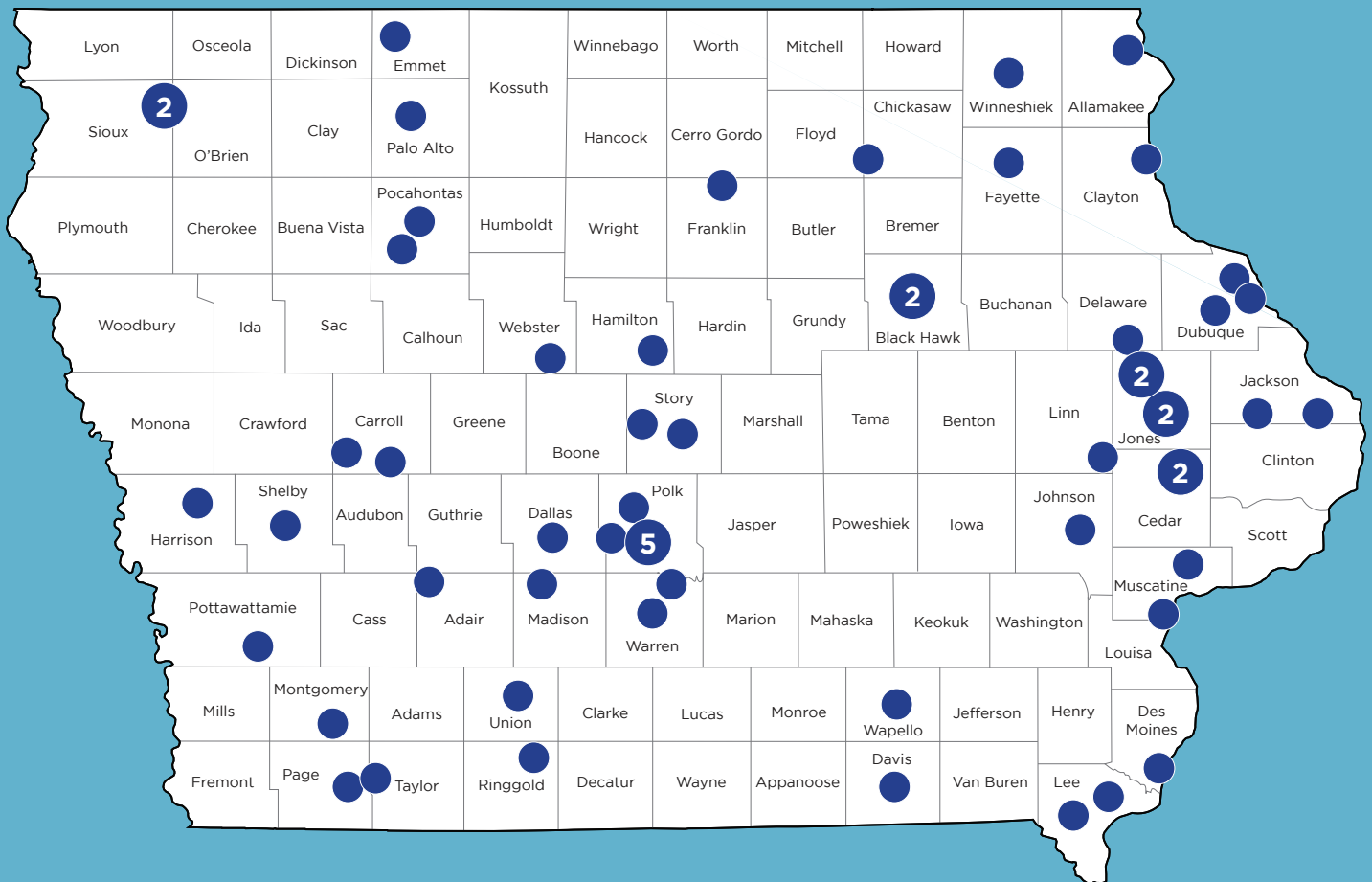
Lincoln Highway Crosswalks in Clinton

The Lincoln Highway Logo crosswalks in downtown Clarence were spruced up for the 2021 summer season! Clarence Main Street was the recipient of a Paint Iowa Beautiful grant, which provided the paint for the project. Volunteers from Clarence Main Street Design Committee made this project a reality in an effort to identify with its heritage as a throughway on the Lincoln Highway system and improve walkability in downtown Clarence.

Program Spotlight:

Pick-Up Iowa

Pick-Up Iowa is an effort on behalf of Keep Iowa Beautiful in coordination with the Keep America Beautiful's Great American Cleanup, the nation's largest community improvement program, which takes place annually in an estimated 20,000 communities nationwide. Community organizations, clubs, and groups across the state, equipped with supplies from Keep Iowa Beautiful, participate in this annual mass litter pick-up event.



64

pick-up events
across Iowa



7,200

total volunteer hours



5,400

total trash bags of litter
and debris collected

Keep Iowa Beautiful Scholarships

**“Keep Iowa Beautiful seeks to foster positive values in younger generations...
We encourage respect for home, neighborhood, community, and state.”**

- Kevin Techau, Keep Iowa Beautiful Executive Director

This year, Keep Iowa Beautiful awarded three \$1,000 scholarships to Iowa high school seniors who planned to enroll in an Iowa college or university. The scholarships are named in honor of three pioneers in Keep Iowa Beautiful's 21-year history:



Alexia Corwin
Des Moines, IA

Attending: Grinnell College

Awarded: Byers Environmental
Scholarship

Bob Byers, lifelong educator and dedicated public servant, began Keep Iowa Beautiful's Litter-Free School Campus program in Northwest Iowa. Byers was a driving force in encouraging young people to help improve their community.



Maya Ziegenhorn
Letts, IA

Attending: Iowa State University

Awarded: Fultz Communication
Scholarship

William Fultz, founding Keep Iowa Beautiful Board Member and artist, started an advertising agency that became the largest agricultural advertising agency in the world.



Monica Lewandowski
Urbandale

Attending: University of Northern Iowa

Awarded: Schnepf Community
Service Scholarship

Gerald Schnepf, Keep Iowa Beautiful founding Executive Director, spent 50 years working to make Iowa a better place to live.

Since Keep Iowa Beautiful's founding:

61 
students awarded

 **\$51,000**
in scholarships

Keep Iowa Beautiful Awards

Every year, Keep Iowa Beautiful recognizes individuals, businesses, communities, and organizations that have made outstanding efforts to improve Iowa's communities.

Donald F. Lamberti Hometown Pride Vision Award

Recognizes an individual who exhibits leadership qualities in the areas of community improvement and enhancement and embodies a passion and pride for their community.

2021 Recipient: Doug Friedli



Robert D. Ray Community Award for Excellence

Awarded to a town or city that has made outstanding efforts to enhance the beauty, cleanliness, and attractiveness of the community.

2021 Recipient: Community of Lost Nation



Corporate Award for Excellence

Presented to a corporation or business that makes a significant difference in enhancing the quality of life in Iowa's communities.

2021 Recipient: CAN SHED-Recycling Center



Organization Award for Excellence

Recognizes an outstanding local or statewide organization that assists communities with planning and implementation of programs that enhance the quality of life in Iowa.

2021 Recipient: Pocahontas County Foundation



Keep Iowa Beautiful Proclamation

On April 1st, 2021, Governor Kim Reynolds signed a proclamation declaring April as Keep Iowa Beautiful Month, maintaining the state's commitment to improving the cultural and economic vitality of Iowa communities. Honoring these efforts through the Governor's proclamation helps build a stronger state, but individual Iowans can also play an effective role in living out this proclamation. Pick up litter when you see it, organize a volunteer clean-up group to tackle unsightly areas of your community, be a beautification advocate and work with your city officials and organizations to find grants that fund improvement projects. Big or small, you can proclaim your love for Iowa! To view the full proclamation from the Governor's office, see the appendix [appendix](#).

Keep Iowa Beautiful 12th Annual Photography Contest

Keep Iowa Beautiful's Annual Photography Contest is aimed at raising awareness of Iowa's beauty – rural, urban, and everywhere in between. The contest offers both amateur and experienced photographers an opportunity to tell Iowa's story in a fun, engaging way.

Keep Iowa Beautiful's photography contest once again featured five unique categories and over \$2,000 in cash prizes.

Contest First Place Winners



Iowa Cities

Sharon Scarff

Wayland, IA

"Snake Alley in Bloom"



Iowa Landscapes

Wilford Yoder

Iowa Cities, IA

"Cutting & Stacking Oat Bundles"

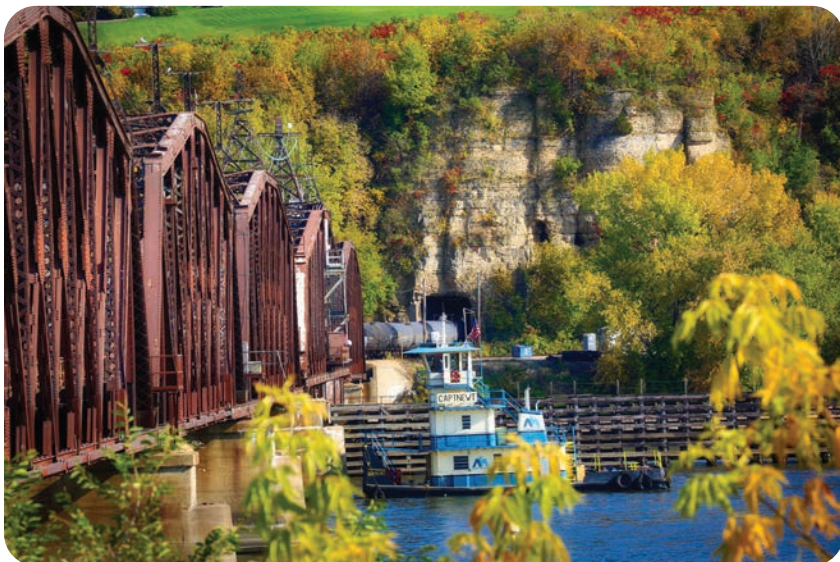


Social Media
Favorite Award

Visit our website to view the full list of award winners:
www.KeepIowaBeautiful.org/photography-contest/winners

Keep Iowa Beautiful

12th Annual Photography Contest



Iowa Water

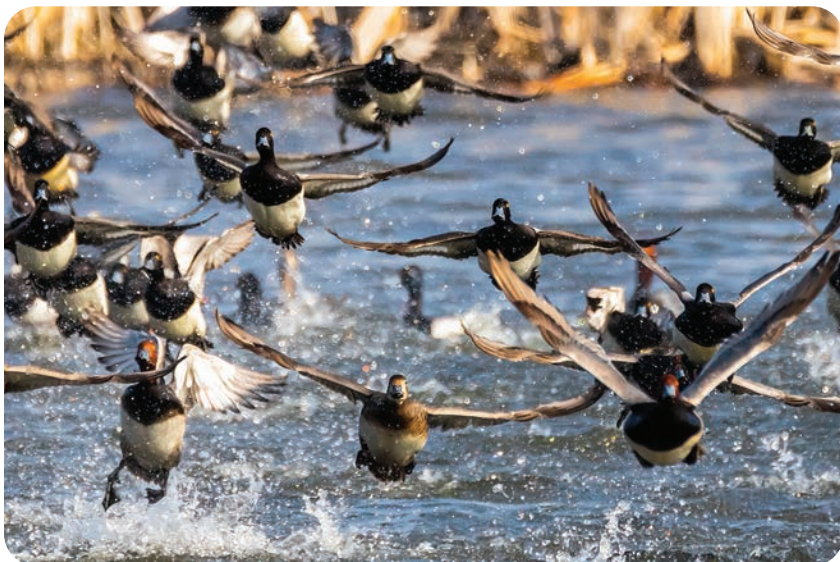
Scott Hoag

DeWitt, IA

“Port of Dubuque”



Robert D. Ray
Best of Show Award



Iowa Wildlife

William Beardsley

Estherville, IA

“Take-Off”



Iowans in Action

William Beardsley

Estherville, IA

“Okoboji Regatta”

Karras Carts 2021

In April 2021, cycling enthusiasts gathered at Waterworks Park in Des Moines to dedicate the Founders Statue of John Karras & Donald Kaul, the founders of RAGBRAI. Additionally, to honor John Karras, his fiends presented him with a prototype for the first “Karras Cart”. The Karras Cart is a utility trailer that can be attached to the hub of a bicycle’s rear axle for the easy pick-up and disposal of litter and debris along Iowa bike trails. The carts can haul supplies, drinking water, filled trash bags, serve one lone volunteer or a crew of twenty. With a grabber, a rider can grab and go without dismounting. Since the public introduction last spring, the growing fleet of Karras Cart have been used along Cedar Valley trails in Blackhawk County, along roadsides in Des Moines, and on the Raccoon Trail in Dallas County. Keep Iowa Beautiful is looking to expand the Karras Cart fleet in 2022 and make the carts available for bike trail clean-up across Iowa.



Partnerships

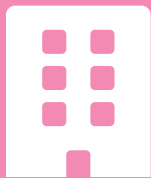
No Litter Hotline

Partnering with the Iowa State Patrol, Iowa State Sheriffs & Deputies Association and Iowa Police Chiefs Association, the Keep Iowa Beautiful No Litter Hotline allows travelers to report littering from a vehicle. When the act of littering occurs, a witness may call the No Litter Hotline to report the offense by providing as much detail about the incident as possible. The Iowa State Patrol will deliver a warning letter to reported offenders and send a message that littering is not acceptable in the State of Iowa.

1-888-NOLITTR 

Derelict Building Grant

Pioneered by Keep Iowa Beautiful and sponsored by the Iowa Department of Natural Resources, the Derelict Building Program offers financial assistance to Iowa communities of 5,000 or fewer residents towards addressing neglected structures that have sat vacant for at least six months. The program's focus is landfill diversion through the recycling and reuse of building materials. Since the beginning of the Derelict Building Grant Program:



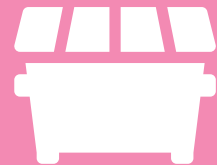
165

projects completed



72,849

tons of material diverted



\$2.7M

saved in landfill disposal costs

Build With Bags

The Iowa Grocery Industry Association's Build with Bags program awards grants to purchase picnic tables, park benches, planters, and playground equipment made of recycled plastic bags. Approximately 10,600 plastic bags are used to make one park bench and more than 20,000 are used to make a picnic table. In 10 years, the Build with Bags grant program has donated \$365,594 to more than 250 communities across the state of Iowa and kept hundreds of thousands of plastic bags out of landfills.



10

years



\$365,594

donated



150

communities benefited

Appendix

Keep Iowa Beautiful Member Communities

Afton	Delhi	Maquoketa	Stanton
Albion	Des Moines	Masonville	Stanwood
Alleman	Earlville	Mechanicville	Strawberry Point
Andrew	Edgewood	Monroe	Tabor
Asbury	Emmetsburg	Monticello	Tipton
Auburn	Fruitland	Mount Pleasant	Villisca
Badger	Gowrie	Moville	Walcott
Bedford	Greely	New Hampton	Wellman
Bellevue	Grinnell	Norwalk	Wellsburg
Bloomfield	Guthrie Center	Osage	West Branch
Carson	Harlan	Polk City	West Burlington
Central City	Holstein	Preston	West Des Moines
Cherokee	Independence	Primghar	West Union
Clinton	Leon	Remsen	Winterset
Colesburg	Lisbon	Rock Valley	Woodward
Conrad	Manchester	Sheffield	
Dayton	Manning	Sidney	

Pick-Up Iowa Events

Adair	Cumming	Indianola	PRESTON
Adel	Dayton	Iowa City	Sheffield
Afton	Decorah	Lansing	Shelby
Ames	Dedham	Lisbon	Sheldon
Ankeny	Des Moines	Manning	Stanton
Asbury	Donnellson	Maquoketa	Story County
Bloomfield	Dubuque	McGregor	Varina
Burlington	Earlham	Monticello	West Des Moines
Carlisle	Ellston	Nashua	West Point
Carson	Ellsworth	New Market	West Union
Cedar Falls	Emmetsburg	Ottumwa	Wilton
Center Junction	Estherville	Peosta	Woodbine
Clarence	Fruitland	Pocahontas	
Clarinda	Hopkinton	Postville	

Paint Iowa Beautiful 2021 Grantees

CITY	ORGANIZATION
Adair	City of Adair
Akron	City of Akron
Algona	Algona Public Library
Amana	Amana Historical Sites Foundation
Anamosa	Anamosa Parks and Recreation
Anamosa	Hometown Pride
Anita	Iowa Department of Natural Resources-Lake Anita State Park
Arthur	Arthur Community Center
Audubon	Audubon County Tourism

Appendix

Paint Iowa Beautiful 2021 Grantees *(continued)*

CITY	ORGANIZATION
Bedford	Tinker Tots Preschool
Bellevue	Friends of Bellevue State Park, Inc.
Belmond	Build a Better Belmond
Blakesburg	Friends of The Blakesburg Public Library
Boone	City of Boone
Brighton	Brighton First Church of God
Burlington	Art Center of Burlington
Carlisle	Carlisle Public Library
Carroll	Carroll County 4-H
Cascade	Cascade Area Chamber of Commerce
Casey	Casey Service Club
Cedar Rapids	Czech Village New Bohemia Urban Main Street District
Cherokee	Cherokee Public Library
Clarence	Clarence Main Street
Clarinda	Page County Conservation
Clarinda	Clarinda Economic Development Corporation
Clarion	Heartland Museum
Clarksville	Community Visioning Committee
Clear Lake	One Vision
Columbus Junction	City of Columbus Junction
Corning	Adams County Youth and 4-H/Ffa Fair Association
Correctionville	Correctionville Chamber of Commerce
Corydon	Lecompte Memorial Library
Council Bluffs	Habitat For Humanity of Council Bluffs
Davenport	Dress For Success Quad Cities
Decorah	Arthaus
Delmar	City of Delmar
Denison	Operation Paint Brush Denison
Denison	Women In Business Impact Organization
Des Moines	Des Moines Carousel Foundation/Heritage Carousel of Des Moines
Dewitt	Concerned Dewitt Citizens
Dubuque	Friends of The Mines of Spain
Dunkerton	City of Dunkerton
Eagle Grove	Eagle Grove Area Chamber of Commerce
Elk Horn	City of Elk Horn
Elkader	Clayton County Conservation
Estherville	City of Estherville
Farmington	Pioneer Historical Society, Inc. Museum
Farragut	Farragut Community Hometown Pride
Floyd County	Floyd County Conservation
Fonda	Fonda Hometown Pride
Forest City	Winnebago Historical Society

Appendix

Paint Iowa Beautiful 2021 Grantees *(continued)*

CITY	ORGANIZATION
Fort Atkinson	City of Fort Atkinson Iowa
Fulton	Fulton Community Church
Garrison	City of Garrison
George	City of George
Glenwood	City of Glenwood
Gowrie	Market On Market
Grundy Center	Kling Memorial Library
Havelock	Havelock Hometown Pride
Hawarden	City of Hawarden
Hubbard	Hubbard Public Library
Independence	Heartland Acres Agribition Center
Ireton	Ireton Area Historical Society
Janesville	City of Janesville
Jefferson	Jefferson Matters: A Main Street and Chamber Community
Jewell	Jade/Main Street
Keokuk	City of Keokuk
Kirkville	Kirkville City Council
La Porte City	City of La Porte City
Lake City	Central School Preservation
Larchwood	City of Larchwood
Laurens	Laurens Hometown Pride
Lawton	City of Lawton
Linden	City of Linden
Logan	Logan Public Library
Lohrville	City of Lohrville/JJ Hands Library
Long Grove	Long Grove Civic League
Luana	City of Luana
Manchester	Delaware County Fair
Manning	City of Manning
Maquoketa	Jackson County Agricultural District
Maquoketa	Maquoketa Historic Presevation Commission
Marshalltown	Marshall County Arts & Culture Alliance
Martelle	City of Martelle
Missouri Valley	Missouri Valley Chamber of Commerce
Mondamin	City of Mondamin
Montezuma	Cig Group
Montrose	Montrose Riverfront Inc
Moravia	Moravia Community Betterment
Mount Ayr	Town of Mount Ayr
Muscatine	City of Muscatine Public Art Advisory Commission
Nevada	Nevada Fire Department
New Sharon	City of New Sharon

Appendix

Paint Iowa Beautiful 2021 Grantees *(continued)*

CITY	ORGANIZATION
Nora Springs	Nora Springs Parks and Recreation Board
Norwalk	Norwalk Parks and Recreation
Norwalk	Norwalk Easter Public Library
Oelwein	City of Oelwein, Park Department
Orient	The Wallace Centers of Iowa
Osceola	Osceola Chamber Main Street
Oskaloosa	Mahaska County YMCA
Ottumwa	League of Latin American Citizens Youth Council #601
Panora	Panora Lions Club
Pocahontas	Pocahontas Hometown Pride
Primghar	City of Primghar
Pulaski	City of Pulaski
Randolph	Hometown Pride
Red Oak	Red Oak Rotary Club
Reinbeck	Reinbeck Public Library
Riceville	Riceville Community School
Rock Rapids	Rock Rapids Mural Society
Rockwell City	Calhoun County Historial Society
Roland	City of Roland
Rolfe	Rolfe Hometown Pride
Sac City	Sac City Chamber/Main Street
Shelby	City of Shelby
Sheldon	Sheldon Chamber & Development Corp
Shimek State Forest	Friends of Shimek State Forest Equestrian Trails, Inc.
Sibley	Sibley Parks & Recreation - City of Sibley
Sidney	Sidney Hometown Pride
Sioux Center	Heritage Village
Sioux Center	Sioux Center Public Library
Sioux City	Downtown Partners
Storm Lake	City of Storm Lake
Strawberry Point	Strawberry Point Public Library
Sutherland	Willoway Complex
Thornton	City of Thornton
Tingley	Town Revitalization Committee
Truro	Truro Public Library
Wapello	Louisa County 4-H
Webster City	City of Webster City
Wellsburg	Wellsburg Community Visioning 2021
West Branch	West Branch Community Development Group
West Des Moines	Tallgrass Theatre Company
West Liberty	West Liberty Heritage Foundation

Appendix

Keep Iowa Beautiful Month Proclamation



Appendix

Iowa Recycles Day Proclamation



Appendix

No Litter Hotline Warning Letter



(Date)

Dear (Registered Owner(s) of Vehicle):

Keep Iowa Beautiful has partnered with Iowa Law Enforcement in efforts to inform citizens like you of the hazards and costs associated with unlawful littering. Recently, a citizen reported seeing litter tossed from a vehicle registered to you, (license number) on (date) near (location). At times, people make mistakes in reporting license plate information. If that is the case, please accept our apology.

Regardless, we ask that you join us in our efforts to Keep Iowa Beautiful. Randomly discarded trash – even the smallest item such as a cigarette butt – endangers our environment, our wildlife, and may even threaten our safety. Picking up litter and debris costs taxpayers like you more than \$13.5 million each year. Our goal is to stop litter.

To help make a difference, we ask Iowans to please prevent litter:

- Teach young people not to litter
- Always dispose of your trash in a proper receptacle; recycle beverage containers and other materials when possible
- Carry and use a litter bag in your vehicle
- Never throw anything out your vehicle window
- Cover truck beds when transporting trash or other loose items

We appreciate your support in Keeping Iowa Beautiful!

Sincerely,

Nathan Fulk, Colonel
Chief
Iowa State Patrol
www.iowastatepatrol.org

Kevin Techau
Executive Director
Keep Iowa Beautiful
www.KeepIowaBeautiful.com

Chad Cribb (Scott County)
President
Iowa State Sheriffs and Deputies Association
www.issda.org

Rob Burdess (City of Newton)
President
Iowa Police Chief's Association
www.ipef.net





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