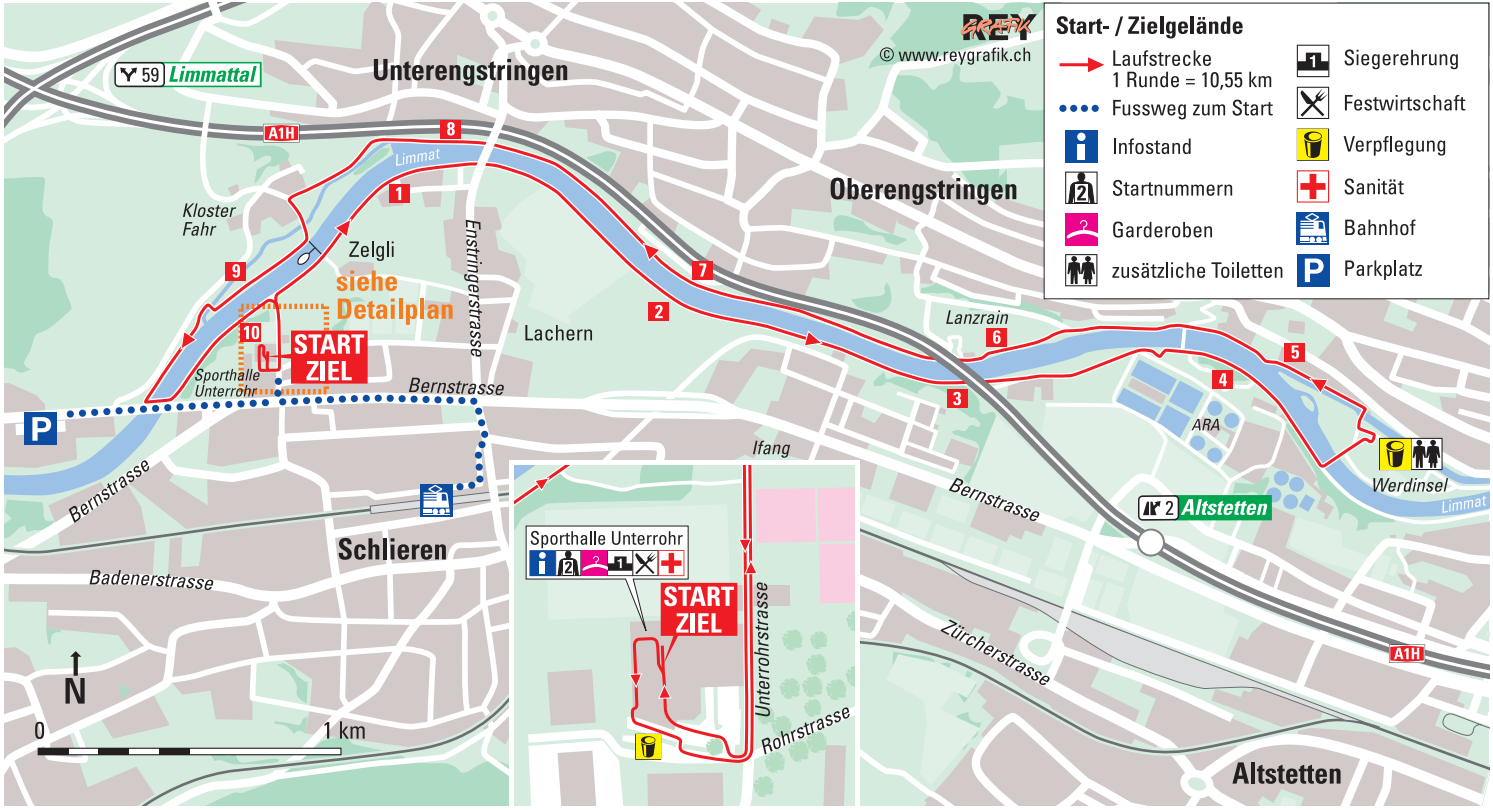Neujahrsmarathon