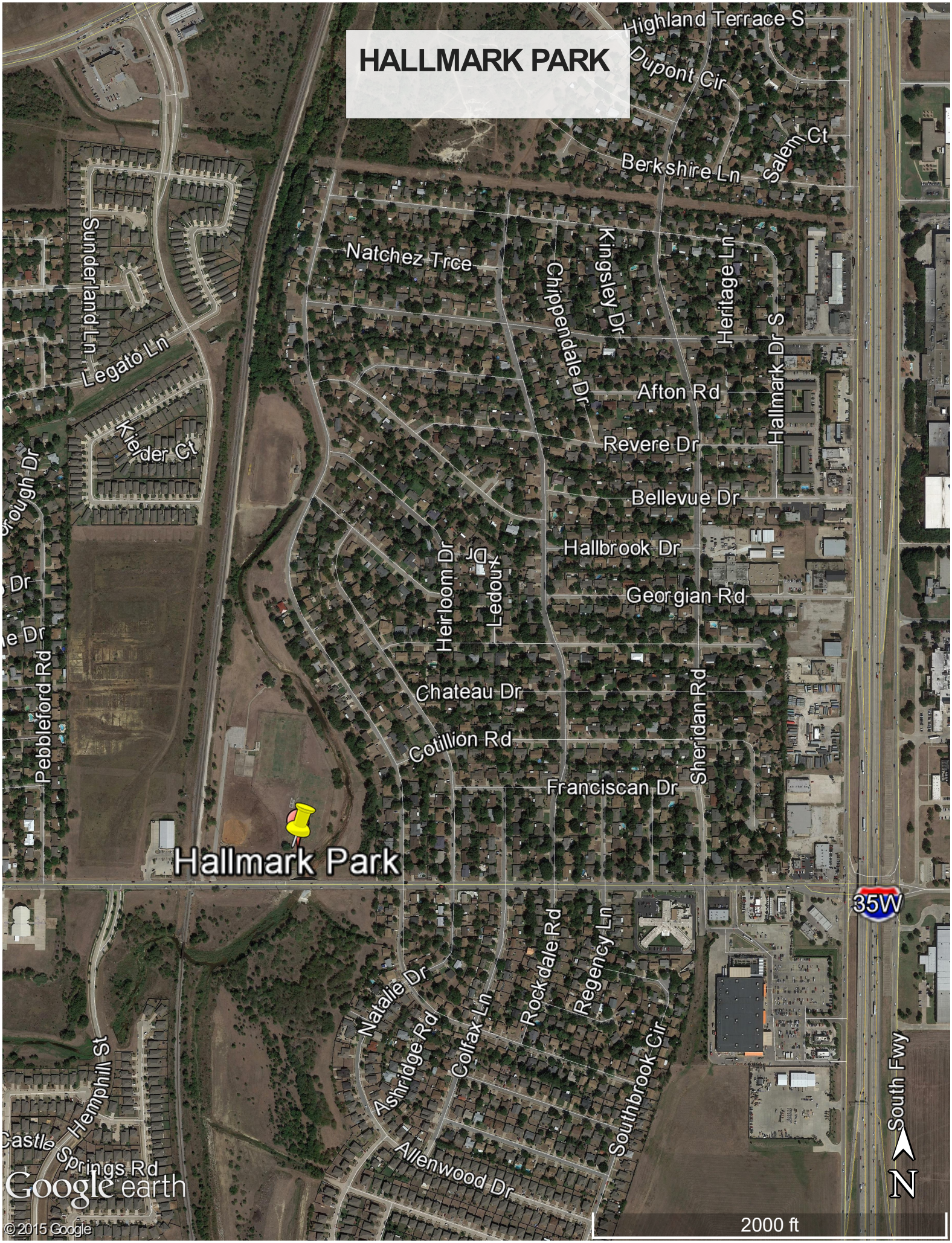HALLMARK PARK