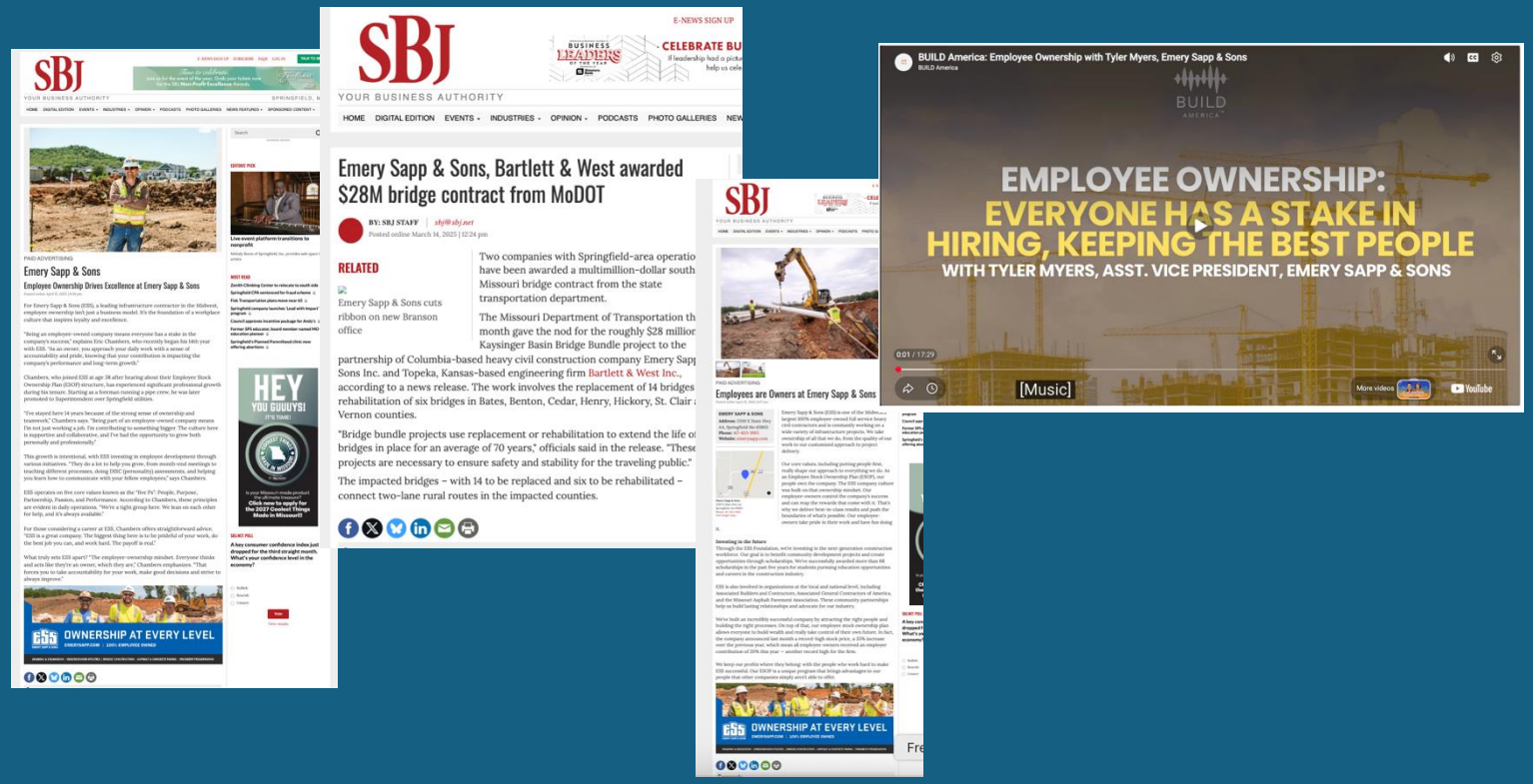
Media relations

Advertorials, news releases, earned media