



DISCOVER THE MAGIC OF THRACIA TOURIST REGION





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For more than 8 millennia, the most important trade and military routes have passed through Thrace, connecting Europe with Asia and North Africa. Here you will find treasures, shrines and tombs, masterpieces of human creative genius. You will see megaliths - dolmens, menhirs, cromlechs - the mysterious stone structures guarding the ancient wisdom of our ancestors, testifying to knowledge of architecture, astronomy and mathematics. This determines a huge wealth of immovable cultural values on the territory of the tourism region of Thrace. Here was the heyday of 8 civilizations and cultures: Prehistoric, Thracian, Roman, Byzantine, Ottoman, Renaissance and modern culture.

Thracia Tourism Region is a perfect place for cultural, wine tourism, eco and spa, business tourism, urban, leisure and shopping tourism, for health and religious tourism, adventure and ecotourism. Here, history, culture, preserved nature are successfully combined with the enjoyment of the taste of wine and the pleasure of travel.

Here we will present you some of them:



Natural resources of the **Municipality of Brezovo**, its clean air and water, green forests and rich historical heritage offers admirers of eco and hiking tourism to enjoy picturesque routes and beautiful mountain villages.

Above the village of Babek, rises **Gradishteto peak**, the **Lilac sanctuary**, and 2.5 meters high stone stela in the shape of a flame **Pravite kamani (Straight stones)**.

Snake Egg is reached by an ancient road, and is located on The megalithic hill.

Kutela – looks like a strange cup of giants located a few kilometers from the village of Rozovets on the road to Bratan Peak.

Bratan and Svezhen huts perfectly complement horse and hunting tourism near the picturesque mountain and foothill villages. You will view a beautiful forest dam, **the Assumption Monastery**, **the Thracian sanctuary of the Serpent's Egg**, as well as **the Solar Stela**.



Kutela



Snake Egg



Pravite kamani (Straight stones)





Chirpan Municipality is proud to show you 290 million years of recorded history, inspired contemporary artists and lavish hospitality.

Paleontology (Gema-World Museum).

Rich culture and historic heritage (Yavorov Museum, Nikola Manev Art Gallery, Chirpan History Museum, Georgi Danchov-Zografina Exhibition Hall, St. Athanasius The Great Monastery in Zlatna livada village, Ethnographic museum in Spasovo village).

Variety of events encharm visitors: International Lavender Festival, Midalidare Rock in The Wine Valley, Voices and Rhythms from Thrace, Dyado Vicho Bonchev National Gadulka Festival, Lutenitsa and Chirpan Sausage National Festival, Vinoniada, National contests for young accordionists and performers, Nikola Manev Art Celebrations, Yavorov Days in January, Chirpan Rock Fest.



Gema-World Museum



St. Athanasius The Great Monastery



Yavorov Museum



Traditions and Innovations in winemaking and wine tours in Chirpan and Mogilovo, Vinarovo, Sredno gradishte, Svoboda villages.

Rural tourism in clean environment, endless vines and colourful perfumed fields.

Welcome to Chirpan - **“The town of kind friends”!** It inspires.



Mineralni Bani Municipality - Mineral Baths - the mineral water is hypothermal - 59°C and with a unique healing feature. It treats diseases of the peripheral arteries of organic and functional type, musculoskeletal system, peripheral nervous system, dermatological diseases, gynaecological diseases and more.



Eagle Rocks



The ancient City of the Sun



The district is also rich in many megalithic monuments, ruins from the most ancient European civilization – cult niches, rock tombs, sanctuaries and fortresses. Along the eco paths you will find coquet sites for relaxation equipped with benches, bows and places for barbecue, located on places with a panoramic view towards the wonderful forests of the Eastern Rhodope mountain.

Some of places you should not miss to see:

The Holy Spirit Fortress, the foot's print of the Virgin Mary, the cult complex Eagle Rocks with carved human profiles, the ancient City of the Sun, and Snake City - approximately the same age as Stonehenge, Pierced stone and Niches on Uludere.

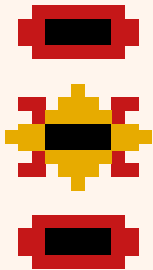




In close vicinity of **Harmanli** you can enjoy artefacts from the Early Iron Age alongside cultural and cognitive routes. Many interesting places and experiences await you, including - **Roman road - Via Diagonalis**, remains of **Castra Rubra Fortress**, built at the beginning of the VI century, remarkable **boutique wine cellars**. Apart from its beautiful nature, the region is also attractive for its special mystery. Thracians have left bright traces for themselves through many **cult shrines, tombs** and **dolmens**.

The Menhir is dated II-I millennium BC, **Caravanserai** and the recently restored "**Humpback Bridge**" (XVI century) are impressive architectural ambassadors of antiquity. A trip through the cellars here will make you strongly believe in the divinity of Bulgarian wine - you can indulge in two passions at the same time - wine and a trip to natural and historical sites. **The Historical Museum** presents over 20,000 attractive exhibits.

A walk through the wineries here will make you strongly believe in the divinity of Bulgarian wine and indulge in two passions at the same time - wine and travel.



The Menhir



Humpback Bridge



Dolmen



Castra Rubra Fortress



Perushtitsa Municipality is located in a unique natural area, a combination of the coolness of the mountains and wealth of archeological finds.

The Red Church also called **The Scarlet Temple of the Holy Mother of God** is considered one of the pearls of early Christian architecture in Europe. There is also rich archaeological evidence of prehistoric settlements that existed during the Neolithic, Copper, Bronze and Iron Ages, i.e. in the period 7000 - 1 000 BC. You should not miss to visit **Monastery St. St. Theodore Tyrone and Theodore Stratilat** and **historical church St. Archangel Michael**, the last fortress and refuge of people of Perushtitsa who revolted in April 1876 against the Ottoman rule. There are **3 eco-trails** with length 8 - 16 km thus you can choose one of them according to your time and mood.



The Red Church - The Scarlet Temple of the Holy Mother of God



Monument of the Three Generations



Church St. Archangel Michael



In the little-known area of **Topolovgrad Municipality**, you will be able to feel the might of the Bulgarian and Byzantine warriors, next to the remains of their mediaeval fortresses. You will also have the opportunity to hear the religious whispers among the wonderful nature of the Orthodox churches built centuries ago. Here you will feel the pure nature, the breath of ancient Thrace and see unique monuments built thousands of years ago.

Paleokastro Megalith – Thracian fortress, built Ist millennium BC and supposedly Thracian Sunny Sanctuary.

Temple of the Sun - An ancient sanctuary with over 160 raised and sunken rock suns and signs.

Nachovi Chairi - a dolmen built during the Iron Age and used continuously until the 6th century BC. It is assumed that it played the role of primitive heroon (*a shrine dedicated to an ancient Greek or Roman hero*), a place where the cult of the divine deceased was confessed.

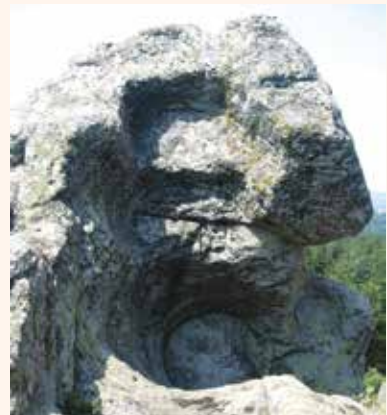
Holy Trinity Monastery -
Its history begins in the
8th - 9th centuries.



Dolmen Nachovi Chairi



Holy Trinity Monastery



Temple of the Sun



Parvomay Municipality - since the millennial existence of man in the region there are settlement and grave mounds, ancient settlements and necropolises, mediaeval populations and fortresses, pagan and Christian temples. The most valuable finding from the era is a gold plate used as jewellery. It can be considered one of the oldest processed gold products in the world.

The black rock (Kara kaya) - carved with about twenty niches and tinted with iron ore, sprouts off the rock in dark colours. On top of it there are carved cult wells and interesting signs. **The Sanctuary complex**, located near the Bukovo village, includes several rock massifs with carved trapezoidal niches dating back to the late Bronze Age and the early Iron Age.



The black rock (Kara kaya)

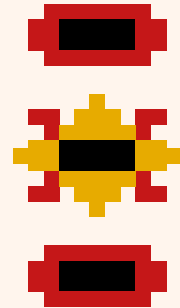




In **Maritsa Municipality** more than 300 cultural monuments, mounds, settlements, tombs, statuettes, and columns have been discovered. They speak of a rich history from the deepest antiquity - from the time of the Thracians, through the era of Roman rule to the present day. The Calendar of the cultural events shows the rich cultural life, filled with many celebrations and participations with rich amateur art.



Maltepe



Maltepe Cultural Information Complex is located next to the archeological excavations of the mound of the same name.

The pottery workshop, equipped with 30 workplaces, is of greatest interest. Here, children have the opportunity in a real environment to learn about the entire process of creating a ceramic form - from modelling the clay to firing the object in the pottery kiln, fine and decorative art on ceramics, combining fun with learning.

Practical classes in ancient crafts develop creative skills and active participants in the educational process.





Dimitrovgrad Municipality - Dimitrovgrad is a town created with a Decree of the Councils of Ministers in 1974 and one of the greenest places in Bulgaria with three huge parks:

Nikola Vaptsarov set on 821 acres of meadows, 40 years old oak forest - black pine, red American oak, silver spruce, silver fir, various flowering shrubs and others.

Maritsa - a magnificent terrace on the river bank, on an area of 1,400 acres, Contain Sport Complex with 3 training grounds, outdoor stages, an athletics track. Here is the **Lane of the Giants**: The big benches - and The big table and the chair.

Sanctuary of the Nymphs and Aphrodite a large complex of about 15 acres - the best preserved Thracian sanctuary in Bulgaria, erected on the ruins of an ancient cult centre, which arose around mineral springs in the early Iron Age.

Hasara Thracian cult complex, Zlato Pole Protected Area, Protected Fallen Swamp, Protected area Overnight of small cormorant and many Caves.

Do not miss to visit the museums in the city - **Retro-apartment** and the cultural route "**Atrium - architecture of the totalitarian regimes of the 20th century**".



Lane of the Giants





Nova Zagora Municipality - It is known as the "**Mecca of archaeology**" and keeps memories of bygone eras. Stories about them are told in the expositions in the **History Museum**, where traces of ancient times have been preserved, the oldest of which date back 8 millennia. It exhibits many archaeological mounds in the region, one of which is the **Karanov settlement mound**, called not by chance the "palace of Thracian prehistory". Even today in the region of Nova Zagora they tell stories about ancient and more recent times.

The voices of our ancestors also speak in the **church "St. George"** in Lyubenova village. In its silence, the tragic massacre of July 14, 1877 comes to life.

The newly opened in 2019 "**Dom na Dobroto**" (**House of Good**) Temple brought out of silence the Prophet of the people from the village of Konyovo Dyado Vlaicho (Grandfather Vlaicho).

Blessed with its priceless cultural heritage and natural resources, the municipality of Nova Zagora has good potential for the development of various forms of tourism - cultural, hunting, balneological, rural and wine tourism.



"Dom na Dobroto" (House of Good)



Church "St. George" in Lyubenova village



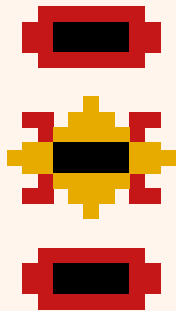
History Museum - Nova Zagora





Stara Zagora Municipality is a real treasure for explorers - you can walk around the dwellings of people who lived 8 thousand years ago, along a completely preserved ancient street of the Roman city of Augusta Traiana, feel the spirit of the Renaissance and embark on many other discovery missions. You will have the opportunity to practise various sports, enjoy a diverse cultural program, plan a business or corporate trip, a walk through numerous parks and gardens, or take advantage of relaxing spa treatments.

Regional Historical Museum - presents the history from the 6th millennium BC to the 19th century and the remnants of one of the main streets of the antique city of Augusta Trayana.



Neolithic Dwellings Museum

Neolithic Dwellings Museum - built on the location of their remains from the early 6th millennium BC. It is one of the best preserved in Europe. With a collection of ceramic vessels, small cult sculptures, jewellery and tools, made by the prehistoric settlers who created one of the first European civilizations.



Antique Forum Complex - includes the forum plaza with the amphitheatre, the western city gate and fortress walls with a portion of the main trading street of the antique city. Today it is use as a stage for performances, concerts, festivals and other events.

Antique mosaics from a private house 4th c. - a figure composition in more than ten colours and shades which decorated the space around a small pool in the reception hall of a rich private home. Dionysus Procession Antique Mosaic - with more than 15 colour shades.



Museum of Religions Architectural Complex - a unique sacred place since the early Iron Age (10th-9th c. BC), a pagan temple (2nd-3rd c. AD) and the foundations of a mediaeval Christian church and the prayer hall of a Muslim temple.



Street of the Antique City - Regional Historical Museum



Park "Ayazmo"



Tourist Regions in Bulgaria

- Trakia Tourist Region
- Sofia Tourist Region
- Rila – Pirin Tourist Region
- Danube Tourist Region
- Varna Black Sea Tourist Region



- Bourgas Black Sea Tourist Region
- Rhodopes Tourist Region
- The Valley of Roses Tourist Region
- Stara Planina Tourist Region
- Headquarter of a tourist region





PLOVDIV – European Capital of Culture in 2019 and one of the oldest continuously inhabited cities in Europe - older than Rome and contemporary of Troy and Mycenae. According to the ranking of the British DAILY TELEGRAPH, Plovdiv is the sixth - oldest city in the world and the oldest in Europe in terms of continuity of life - life here never stopped since the city was founded. It is announced as No. 1 in three categories in the prestigious ranking of the Best European Destinations: Best Cultural Destination, Best Wine Destination and Best Romantic Destination for 2022.

It has many proofs for the existence of many different cultures, over 700 immovable monuments and 300 000 movable cultural monuments could be seen in the city. **The Ancient Plovdiv Historical Reserve** is a rare combination between Prehistory, Thracian, Hellenistic and Roman culture, from the Middle Ages, the National Revival period and the XX c. - you can see all these centuries in a small area. A must visit - **The Ethnographic Museum, Hisar Kapiya, Hindliyan House, the Church of St. St. Constantine and Elena. Ancient Theatre** is the crown jewel of Roman heritage, one of the best preserved in the world. Two thousand years after its construction it is a modern stage for performances of different genres of art. It presented the



Ethnographic Museum



Kianti House

most celebrated Verdi and Rossini operas, Buena Vista Social Club, the legend of Deep Purple, Jon Lord, Sting, Lord of the dance, rock shows and many others. **The Stadium of Philippopolis** was built in the early **2nd century**, for **30 000 spectators** and you could have a walk along an authentic antique street. The site is located under the central pedestrian street in the city. Do not miss to view "in situ" mosaics of **Early Christian Basilica**. And **Bishop's**



Basilica of Philippopolis is the newest pride of Plovdiv, it is said to be among the first basilicas built in the Roman Empire. One of the testimonies is the lavish mosaic with a total area of 2000 sq. You can easily carry yourself to modern times, entering **Kapana** creative industries neighbourhood - **the first quarter of the creative industries** in Bulgaria, an attractive place for artists, cultural managers, artists, architects, software specialists, urbanists, writers and musicians.



Bishop's Basilica of Philippopolis



Early Christian Basilica



Ancient Theatre





The municipality of Kaloynovo surprises with a variety of opportunities for tourism - cultural, religious, rural, educational, hunting, spa and ecotourism.

It is unforgettable to pass through the fragrant and picturesque rose masses near the villages of Begovo, Ivan Vazovo, Otets Paisievo and Sukhozem at the beginning of summer. And the small wineries offer you to taste, according to Thracian legends, "a sacred drink that connects people with the gods".

Visiting the **car tracks** and **equestrian bases** - complexes at the European level, lovers of active vacations can pamper their senses and recharge with new emotions and experiences.



Dragon Race Track



Near the **village of Duvanlii** is one of the most important **Thracian necropolises**. It consists of over 50 mounds, from the 5th century BC. to the Roman era.





The municipality of Svilegrad has been inhabited since ancient times due to its favourable natural conditions and strategic geographical location - from the Neolithic and Stone Copper Ages. We will find the most significant traces from the Thracian tribe Odrisi and the Romans. Testimonies are the **Thracian dome tomb in the village of Mezek** - one of the most monumental facilities, used many times for burials of Thracian aristocrats. **The mediaeval fortress near the village of Mezek** (11th - 12th centuries) served as a castle or was intended for the permanent residence of a garrison and its commanders. And near **the fortress of Bucellon** (387), a great battle took place between the troops of Emperor Valens and the Goths, which ended with the complete defeat of the Roman army, and the emperor died in battle.

The rock churches near the village of Mihalich and the village of Matochina will take you back to the times when monks.



Thracian dome tomb - Mezek



Mediaeval fortress - Mezek





MUSEUMS and cultural institutions

Regional Natural History Museum - Plovdiv is a place to meet different worlds, with some of the most poisonous sea creatures and with double-breathing fish. The variety of **mammals, birds, amphibians and reptiles** is huge, you will see the longest taxidermy snake in Europe. The **terrariums** are home of exotic chameleons, iguanas, alligators, crocodiles... The dome is the "**Tropic**" hall with live butterflies from Asia, America, Africa. And in the **Planetarium** you will enjoy a journey into space.



Regional History Museum - Plovdiv stores over 60,000 exhibits, unique collections of fight and firearms, orders and medals, military equipment, personal belongings, printed publications, clothing and objects of urban life, photographs and documents. Has four expositions - "**Bulgarian revival**", "**Book publishing in Bulgaria in the second half of the 19th and the beginning of the 20th century**", "**Unification of Bulgaria in 1885**" and **Museum Center for Modern History**.



Regional Ethnographic Museum - Plovdiv presents the lifestyle, culture and traditions of the people of Thrace, the Rhodope Mountains and the Central Highlands in the Kuyumdjieva House - a peak of Baroque architecture. The cultural calendar is extremely rich: **the Week of Traditional Crafts, the Guild Festival "St. Spyridon", the International Biennale "Masters of Caricature", the Chamber Music Festival**, guest exhibitions, concerts, theatre productions, book presentations, reenactments and many more.



The Municipal Institute "Ancient Plovdiv" manages a significant number of movable and immovable cultural assets. The most emblematic are located on the three hills in the centre of Plovdiv, in the picturesque **Old Town**. Along with **the Ancient Theatre, the Episcopal Basilica and the Roman Stadium**, you can transport yourself to **the Renaissance era in the house-museums**. They are often the scene of numerous events throughout the year.



Regional History Museum - Stara Zagora presents the millennial history of the city, **from the Early Neolithic** (the beginning of the 6th millennium BC) **to the 19th century**. The building rises above an ancient central street, along which visitors can still walk today, and the mosaics impress with their plot, colours and fine craftsmanship. The museum offers an unforgettable journey through time that combines unique exhibits with modern technology and presents an exciting experience in the world of history.



Historical Museum - Harmanli. Its building, constructed in 1884. It has three departments - "**Archeology**", "**Ethnography**" and "**New and Recent History**", with almost entirely digitised holdings. They store nearly 20,000 museum items, as well as a rich numismatic collection. In front of the museum there is an open stage - a rotunda with seating.



Bronze decoration from a Roman chariot

Historical Museum – Svilengrad - It represents the cultural heritage along the lower reaches of the Maritsa River, the Eastern Rhodopes and the Sakar Mountains. It has expositions: **history, archaeology and ethnography**, which present objects of urban life related to the production of silk, cotton and wool, cold and firearms, etc. Do not miss to see **the Old Ottoman Bridge, the Buquelon Fortress, the Medieval Fortress and the rock churches**.



Buquelon Fortress



Old Ottoman Bridge



FESTIVALS



FESTIVALS and EVENTS taking place at the Thracia Tourist Region complement the experiences with emotion and diversity, combining traditions and freshness. Here you can enjoy opera, jazz or rock performances in an antique or contemporary setting; to taste wines during the "**Young Wine Parade**" and "**Wine and Gourmet Parade**" in Old Plovdiv or **in the many boutique wineries in smaller towns**. You will also be tempted to immerse yourself in the traditions by tasting or preparing old-time feasts, as well as transport yourself to bygone times by participating in different genre festivals such as Harmanli's "**Na Harmana**" or **The lavender festival** - one of the attractive experiences near Chirpan.



Members of the Management Organization of the Thracia Tourist Region are also:

Agricultural University Plovdiv. Since its creation in 1945 up to this day, the university has established itself as a national centre of agricultural science and education in Bulgaria. Graduates of Agricultural University - Plovdiv are over 30,000 agronomists, engineers, ecologists, economists, of which over 3,000 are foreign citizens in the three educational degrees.

University of Agribusiness and Rural Development (UARD) is a full partner in the consortia of European universities approved under the second call under the "Erasmus+" program in 2020. UARD is among the first five Bulgarian higher education institutions, part of the European University Alliance INVEST.

The Paisii Hilendarski University of Plovdiv is the second biggest in Bulgaria. It trains students in over 60 majors in natural, humanities, social and economic sciences. The university maintains active international contacts with almost all European countries, the USA and the countries of Asia and Africa. Participates in EU programs, American and Swiss research funds.

Prof. Dr. Asen Zlatarov Vocational High School of Tourism – Plovdiv.

With its long-standing traditions, today the high school is a leading and authoritative school in Plovdiv and the country. Part of the students' practice is carried out in real conditions - hotels, restaurants, confectionery workshops in our country and abroad - Germany. The school is also a member of the Association of Restaurants and Hospitality Schools in Bulgaria.

The University of Food Technology - Plovdiv (UHT) has a rich seventy-year history and remarkable traditions. It is one of the most important centres in Bulgaria in the field of food science and technology, the only one of its kind on the Balkan Peninsula. Quality and European integration are priorities in the activities of the academic community of UHT.

Association "Tourism Council - Plovdiv" unites and supports the tourism industry in the city, working to develop Plovdiv as an attractive tourist destination. The association is the organiser of three annual tourist festivals "Young Wine Parade", "Wine and Gourmet" Parade and "Weekend in Plovdiv".

"SOL Communications" EOOD is a specialised public relations and consulting agency that works in partnership with its partner "SOL Kommunikationslösungen" - Berlin, Germany. It is part of an international network uniting established specialists with competencies in the field of PR, marketing and advertising.

"Hebros Bus" is a reliable partner for transportation in the country and abroad and for travel agencies. It has its own car repair shop and performs external services. It has its own licensed Control and Technical Center for periodic inspections of buses and cars.

Regional Administration Plovdiv and **Regional Administration Stara Zagora** - carry out a regional policy, to implement local government and to ensure alignment between national and local interests. Provide assistance and support for the development of tourism at the local level.

"Trakart - 2000" Foundation. The main activities are targeted towards the revival of Bulgarian artistic traditions, restoration of cultural monuments and buildings of national importance, training of young authors and talents, ecology and urban planning.



DAN Travel ltd is a DMC for Bulgaria and The Balkans and has over 10 years' know-how in organising all types of holidays, cultural and adventure tours.

As your local event partner, with every single project we are engaged to understand what you need to achieve with a focus on delivering exceptional value. We create unique programs and have the right characteristics that you are looking for, also challenge ourselves to bring on board fresh ideas.

Our services include:

- Accommodation Management
- Ground Handling & Transport Services
- Local Support
- Group Itineraries
- Special Interest Tourism Packages
- Luxury & Concierge Services (24/7)
- Incentives, Corporate Events and Team Building programs.



Winegrowers of Sakar - 9 producers from the most mystical mountain.

*Winery Bratanov, Villa Bassarea, Izba Kolarovo,
Rosaleia, Winery Terra Tangra, Zaara Estate,
Ivo Varbanov Wines, VI Malkata Zvezda and Bisante,*



convinced of the potential of Bulgarian wine, are developing wine tourism. A trademark are the colourful and unique festivals, **4X4 or four festivals in four seasons** - feasts for the senses, shared emotions with artful dishes, sweet stories of Sakar winemakers.

Villa Yustina Winery is a preferred destination for various events such as folklore parties, rock concerts, picnics, weddings and others. The winery is producing different types of wines like sparkling, sweet and non-sparkling. Most of them have won awards in international competitions like: Mundas Vini, Chardonnay du Monde, Decanter, Concours Mondial, etc.



Zagreus winery is located in the heart of the Upper Thracian lowland - one of the most favourable regions for the development of viticulture in Bulgaria. The Kostadinovi family started with the first 250 decares of Mavrud in 1998, now their own arrays are 1200 decares, including Mavrud, Syrah, Cabernet Sauvignon and Merlot. The vines are certified organic.



The Emporium Plovdiv – MGallery

A premium boutique hotel offering 5-star service, iconic design and a central location among the city's landmarks and most famous archaeological treasures. The modern rooms and suites offer a luxurious experience together with the Champagne Bar & Cocktail lounge combined with the fine gourmet restaurant Torro Premio.



Hotel "Odeon"

It is a place where you can experience the atmosphere of Plovdiv, the only possible choice is the Odeon Hotel. Here are just a few reasons to choose Odeon: The hotel is located in the ideal centre of the city of Plovdiv. It has spacious rooms and apartments with a unique interior and offers perfect service. A place to feel like home.





SEE & Hear
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The Management Organization of the Thrace Tourist Region carries out effective marketing and advertising in the country and abroad in partnership with the Ministry of Tourism in accordance with the National Strategy for Sustainable Tourism Development. It also supports the activities of regional governors and mayors of municipalities in the implementation of strategies and programs in tourism, and participates in working groups at the Ministry of Tourism in the development of normative acts. It implements projects under national and international programs, helps to develop quality ones' tourist products and many more.

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