



28th ANNUAL
WEST
KEY HALF MARATHON
& RUNFEST
01.17-18.2026 | keywesthalfmarathon.com

SPONSORSHIP
OPPORTUNITIES



KEY WEST HALF MARATHON & RUNFEST

SATURDAY, JAN. 17, 2025 | 5K - 6:30 AM - 10K - 7:30 AM | SUNDAY, JAN. 18, 2026 | 6:30 AM HALF MARATHON & 8K

keywesthalfmarathon.com

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**KEY WEST
HALF MARATHON & RUNFEST**

JANUARY 17-18, 2026

5K - 6:30AM - 10K - 7:30AM | HALF - 8K - 6:30AM

*COMPETITOR'S "BUCKET LIST: 13 MUST-DO
HALF MARATHONS IN THE U.S. "!!!*

*RUNNER'S WORLD BUCKET LIST: 10
DESTINATION HALF MARATHONS!!!*

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New Events for 2025



**BIG PECKER CHALLENGE!
RUN THE 5K, 10K, HALF
MARATHON AND GET A SPECIAL
BIG PECKER MEDAL!**

**LIL' PECKER CHALLENGE!
RUN THE 5K, 8K, 10K AND GET A
SPECIAL LIL' PECKER HAT!**



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The 2025 T-Shirt Design



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The 2025 Medal Design

**Our event is focused on Community,
Charity, Friendship, Health and Fitness!**





This event was made possible with the support of the Florida Keys & Key West Tourist Development Council, Half Shell Raw Bar and local businesses.



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The scenic course, volunteers and fans provided inspiration and encouragement at the beginning and throughout the athletes' journey!





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keywesthalfmarathon.com

The Key West Half Marathon would like to thank the Monroe County Tourist Development Council, City of Key West, and the many participating sponsors!



**Thanks to more than 400
volunteers who donated
their time and energy to
make our event
successful!**

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We throw a party Key West Style at the Finish Line!!



A few examples of our National Ad Campaigns



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HALF MARATHON • 10K • 5K
JANUARY 18-19, 2025

NEW BIG PECKER CHALLENGE
Run all three races and earn 4 separate medals,
5K, 10K, Half Marathon & "Big Pecker" MEDAL!
(Extra Large Rooster Medal)

REGISTER TODAY >
keywesthalfmarathon.com



**27th ANNUAL
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HALF MARATHON & RUNFEST
01.18-19.2025 | keywesthalfmarathon.com

The Florida Keys
& Key West
come as you are!

Run Key West
JAN. 18-19, 2025

HALF MARATHON • 10K • 8K • 5K | JANUARY 18-19, 2025



**REGISTER NOW & RECEIVE A
FREE VISOR**
CODE: **FLEETFEET25**
(Visor to be picked up at Registration. White or Teal Available.)

The Florida Keys
& Key West
come as you are!

REGISTER TODAY >
keywesthalfmarathon.com




2025 RACE SHIRT & MEDALS
REGISTER TODAY!!! KEYWESTHALFMARATHON.COM

The Florida Keys
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Runner's World June 2024

Most Scenic Half Marathons in the
United States and Canada

Check Out These Most Scenic Half Marathons in the United States and Canada

If taking in nature's natural wonders helps you get through the miles, then these races are for you.

BY [MATTHEW HUFF](#) PUBLISHED: JUN 17, 2024

Key West Half Marathon



Gianfranco Vivi // Getty Images

Key West, Florida

Date: January 19, 2025

Location: Key West, Florida

[REGISTER HERE](#)

At the very southern tip of Florida lie the Florida Keys, a chain of islands that stretch out into the Caribbean Sea. The last in the string is Key West, a tiny four-mile-long island with water stretching out on all sides. The Key West Half is an out-and-back course that traces three sides of the island and provides runners with sunrise views from across the Atlantic. Celebrate with some key lime pie!



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USA Today | April 2023

KEY WEST HALF MARATHON VOTED 10 BEST HALF-MARATHONS ACROSS THE NATION FOR 2023 IN USA TODAY!!!



— When you buy through a link on our site, 10Best may earn a commission. Our editors operate independently of affiliate relationships.

The half-marathon is the fastest-growing race distance in the U.S., with some 2 million runners now participating annually. USA TODAY 10Best editors and a panel of expert runners compiled a list of their top events, then readers voted for their favorites – and the results are in. Here are the 10 best half-marathons in the United States for 2023.

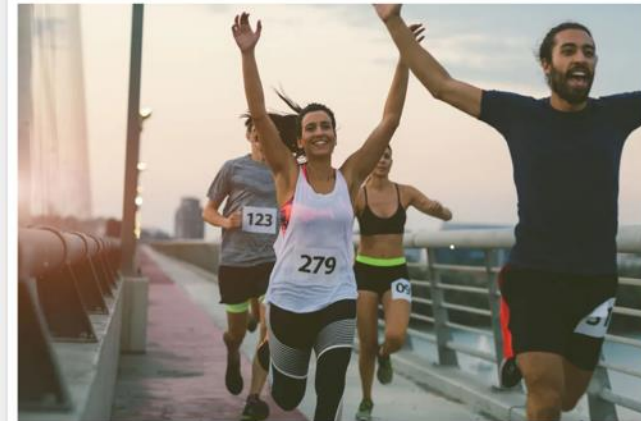


Photo courtesy of vga/jic // Getty Images

No. 10: Key West Half Marathon - Key West, Florida

Taking place in January, the Key West Half Marathon makes a perfect winter escape for runners seeking refuge from freezing weather. The unique racecourse runs along the ocean and through historic neighborhoods, highlighting the tropical beauty and charming architecture of Key West. The race ends in a big beach party.



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Runnersworld.com | Feb 2014

The Key West Half Marathon secured the top spot in the article, *The Year's Best Half Marathons!*

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RUNNER'S
NEW year
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The Year's Best Half Marathons

Key West Half-Marathon

The half marathon may be the perfect destination race. Running 13.1 miles is a travel-worthy goal that earns you a medal to wear proudly. But it doesn't wreck you like a marathon can, so you'll have energy to enjoy your post-race brunch and a little sightseeing. We debriefed race directors and veteran participants to come up with these 13 prime destinations. Happy travels! # Text by A.C. Shilton

Key West, Florida - January 18, 2015

Key West may be known more for marathon drinking sessions than for running, but the town's half marathon is trying to change all that—or at least combine the two. Starting in Old Town Key West, you'll pass Mallory Square, the Hemingway Home, and the famous Green Parrot Bar before embarking on a mostly coastal trek around the island (above). The event is especially known for its devoted—and spirited—volunteers, many of whom return yearly to support the 3,000-person race.



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keywesthalfmarathon.com

Ranked #3 in Runner's World Bucket List: 10 Designation Half Marathons!

Runner's World | SHOES | TRAINING | NUTRITION | NEW RW BOX | SUBSCRIBE

Bucket List: 9 Destination Half Marathons

by [Author]

Key West Half Marathon
Where: Key West, Florida
When: January 15, 2017
Approximate Number of Finishers: 4,000
Register: keywesthalfmarathon.com

Why Run It: More than half of the flat, out-and-back course runs on the Florida Keys Overseas Heritage Trail, directly overlooking the aqua blue Atlantic Ocean. In pure Key West fashion, packet pickup and the race expo take place inside the Half Shell Raw Bar, one of the island's most popular seafood spots. You'll want to stop back in after the race—it's within walking distance of the finish—to celebrate with a plate of chilled oysters and a cocktail (or two).

TYLENOL
COLD + FLU SEVERE
\$ DAY + \$ NIGHT
COMPRÁ AHORA

YOU MIGHT LIKE

The Running Sock That Keeps You Comfortable Mile After Mile
4 Daily Exercises Every New SEAL (and Every Fit Guy) Should Do

The Key West Half Marathon® and Hemingway 5K Sunset Run and Paddleboard Race® both make Active.com's Top 11 list of Destination Races to Turn into a Vacation!



The Best Half Marathons in the World

Key West Half Marathon United States (Florida)



Photo by Jessica Zivkovic

Key West is right at the end of the Florida Keys, a breathtaking outcrop. It may be part of the tropical southern zone, but - since the race is held in the middle of winter - the temperature should be perfect for your run. If you can't get a flight to Key West International Airport, fly to Miami International Airport and drive down the enchanting highway, which takes about three hours. Without a doubt the best winter half marathons in the USA, Key West has a stoked history and a stunning old town area where the race starts and finishes. The island upon which Key West is located is so small that you will see practically half of its circumference while going out at the aqua blue sea as you run. In some years, the half marathon circumnavigates the entire island. You will pass white sandy beaches, leafy palm trees, and corner pubs. The course is possible flat, making it easy on your feet. After the run, head out to the Half Shell Raw Bar - one of the island's most popular seafood spots - and celebrate with oysters and a cocktail.

The Key West Half Marathon® Ranks #7 in the New Book, The Best Half Marathons in the World, by Steve Kesh!



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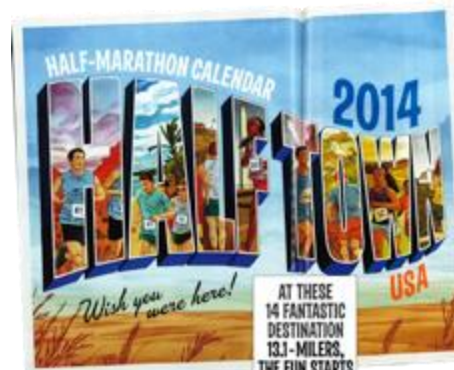
Runner's World - Feb 2014

The author of the article, *At These 14 Fantastic Destination 13.1-Milers, The Fun Starts At The Finish Line*, debriefed race directors and veteran participants to come up with 14 prime destination races. The **Key West Half Marathon** once again secured the **top spot!**

“Key West may be known more for marathon drinking sessions than for running, but the town’s half-marathon is trying to change all that—or at least combine the two.”

“But what’s really cool is that you get to circumnavigate the island. It’s a whole tour.”

“There were 20 kegs of beer at last year’s postrace party at the Half Shell Raw Bar, and participants rave about the unique-to-Key West foods served, like chocolate-dipped Key lime pie on a stick.”



2014 HALF-MARATHON CALENDAR



January 18, 2015
KEY WEST HALF-MARATHON
Honors: from Margaritaville!
Key West, Florida

Key West may be known more for marathon drinking sessions than for running, but the town's half-marathon is trying to change all that—or at least combine the two. Starting in Old Town Key West, you'll pass Mallory Square, the Hemingway Home, and the famous Green Parrot Bar before embarking on a mostly coastal trek around the island.

(above), The event is especially known for its devoted—and spirited—volunteers, many of whom return yearly to support the 3,000-person race. “Snowbirds and retired military come down for this,” says race director Barbara Wright. “The water stops are great, a lot of the volunteers even dress up,” says Susan Burham, 55, of Fort Myers, Florida, who has done the race eight times. “But what’s really cool is that you get to circumnavigate the island, it’s a whole tour.” There were 20 kegs

of beer at last year’s postrace party at the Half Shell Raw Bar, and participants rave about the unique-to-Key West foods served, like chocolate-dipped Key lime pie on a stick. **Volunteer Racer’s Tip** “Plan to stay in Key West a few days, but don’t come too many days before since you may be tempted to part too much,” says Burham. Also note: Race weekend is on Martin Luther King Weekend, so hotels generally fill up fast. **Don’t Leave Key West Without** Starting your postrace party with a margarita at Sloppy Joe’s, one of Key West’s most famous bars—it’s on the National Register of Historic Places. Finish the night like a local at the Green Parrot with a “Root Beer Barrel,” a root-beer schnapps shot dropped into a beer. keywesthalfmarathon.com





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keywesthalfmarathon.com

Competitor | Jan 2017 Running & Racing Guide 2017



urban downtown and the University of Texas campus all featured prominently.

PHOTO COURTESY SAN FRANCISCO HALF MARATHON



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Charitable Partners



In addition:

College of the Florida Keys Swim Programs, Reef Relief, Florida Keys SPCA, Southernmost Coconut Castaways and More!



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CHARITY DONATIONS HISTORY

- 1998-2011: Key West High School Track Program – Main Charity
- 2012: Southernmost Coconut Castaways, Key West Track Program, College of the Florida Keys Swim Program, A Positive Step: Key West Sunrise Rotary **Total: \$4,800**
- 2013: Key West Sunrise Rotary, Florida Keys Community College, Navy League, Fab 50: **Total: \$4,500**
- 2014: Key West Sunrise Rotary, college of the Florida Keys Swim Program, A Positive Step and VFC-111: **Total: \$9,850**
- Key West Sunrise Rotary. Key West Police Athletic League, Southernmost Coconut Castaways, College of the Florida Keys, Zonta Club of Key West, Key West High School Track, Womenkind: **Total: \$14,350**
- 2016: Key West High School Culinary Program, Key West Sunrise Rotary, Southernmost Coconut Castaways, Zonta Club of Key West, HOB Weight Club, College of the Florida Keys Swim Program, A Positive Step, USCG Ingram Museum **Total: \$15,245**
- 2017: HOB School, Key West Sunrise Rotary, Coast Guard Ball Committee, Southernmost Coconut Castaways, Zonta Club of Key West, Key West High School Avid, One World Canvas, Sigsbee Charter School, Key West High School Girls Basketball, Key West High School Track, Key West Booster Club, Key West High School Conchettes, College of the Florida Keys: **Total: \$20,791.00**
- 2018: Key West Sunrise Rotary, Key West High School Athletics, One World Canvas, Coast Guard Ball Committee, Southernmost Coconut Castaways **Total: \$21,060**
- 2019: Key West Sunrise Rotary, Samuel's House, Coast Guard Ball Committee, One World Canvas, Southernmost Coconut Castaways, Conch Republic Navy, College of the Florida Keys, Zonta Club of Key West, Sigsbee Charter School, Monroe County Animal Farm, Key West High School Track: **Total: \$19,105**
- 2020: Key West Sunrise Rotary, Key West High School Girls Lacrosse, Key West High School Boys Lacrosse, One World Canvas, College of the Florida Keys Swim Program, Coast Guard Ball Committee; Sister Season Fund **Total: \$22,775**
- 2021: Covid Year: Sister Season Fund, Key West Sunrise Rotary and College of the Florida Keys: **Total: \$5,040**
- 2022: Key West Sunrise Rotary, Southernmost Coconut Castaways, Reef Relief, Florida Keys SPCA, Habitat for Humanity, Coast Guard Ball Committee, EWE Spirit to Sister Season Fund: **Total: \$29,750**
- 2023: Key West Sunrise Rotary, College of the Florida Keys, Reef Relief, Southernmost Coconut Castaways, Zonta Club of Key West, Habitat for Humanity, NLUS Sea Cadets, EWE Spirit to Sister Season Fund: **Total: \$33,700**
- 2024: Key West Sunrise Rotary, College of the Florida Keys, Southernmost Coconut Castaways, Zonta Club of Key West, Scouts Troop 573, Keys to be the Change, Coast Guard Ball Committee: **Total: \$22,500**
- **To Date: Over \$300,000 Donated to Charities.**



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Age Groups



| AGE GROUP | COUNT | PERCENTAGE |
|----------------|--------------|-------------|
| Under 18 | 63 | 1.35% |
| Ages (18 - 29) | 452 | 9.71% |
| Ages (30 - 39) | 771 | 16.56% |
| Ages (40 - 49) | 1,075 | 23.09% |
| Ages (50 - 64) | 1,785 | 38.35% |
| Over 65 | 509 | 10.93% |
| Total | 4,655 | 100% |



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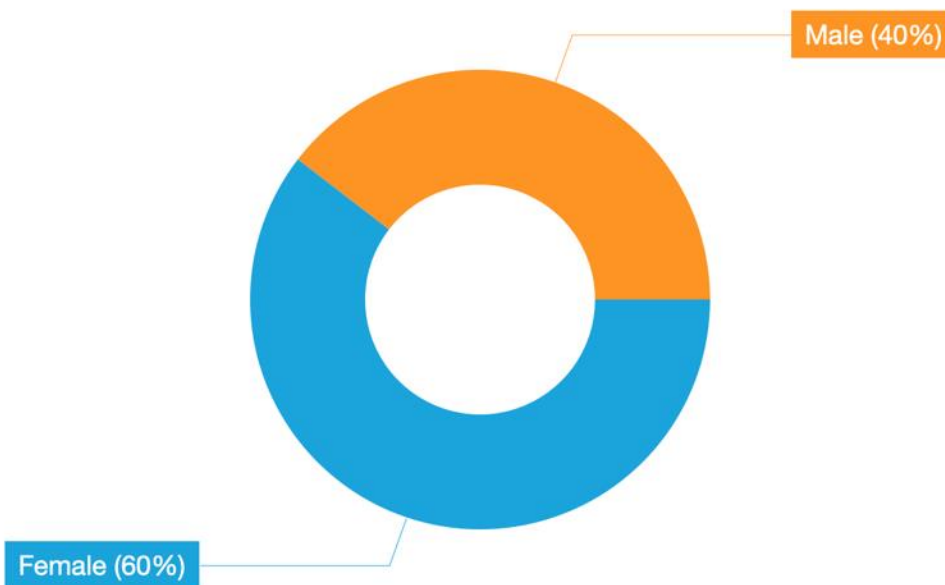
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| GENDER | COUNT | PERCENTAGE |
|--------------|--------------|-------------|
| Males | 1,841 | 39.55% |
| Females | 2,814 | 60.45% |
| Total | 4,655 | 100% |

Gender Breakdown





KEY WEST HALF MARATHON & RUNFEST

JANUARY 17-18, 2026

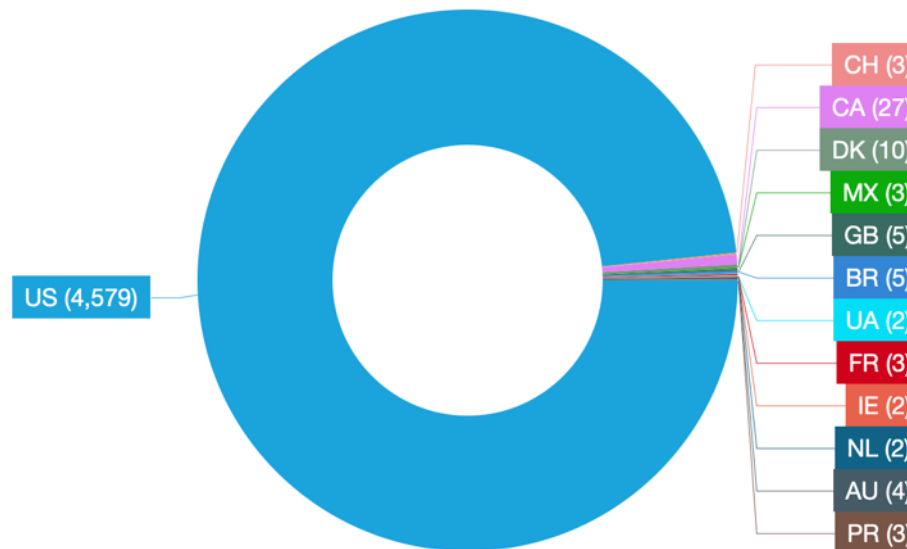
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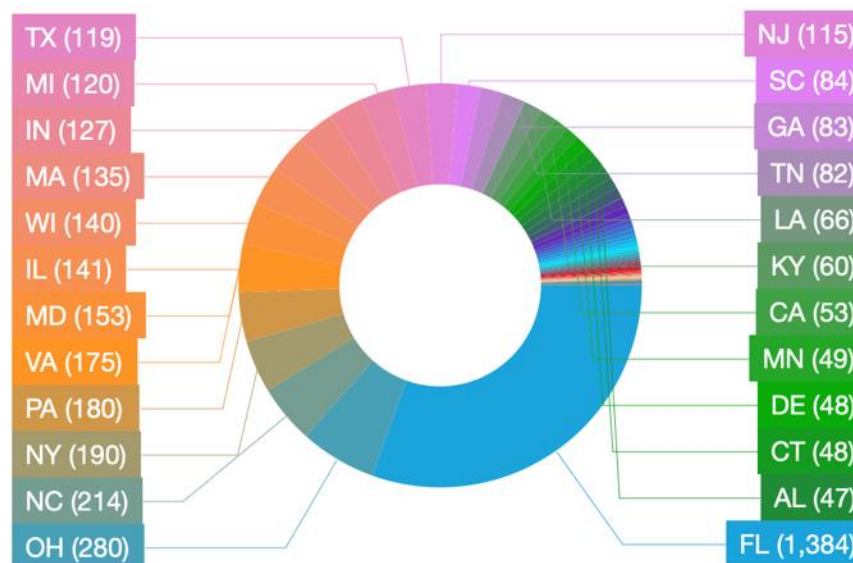
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Country of Registration



State of Registration





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Title Sponsor - \$75,000

- Naming Rights. Title Sponsor name and logo will be integrated into the Event Branding
- Product Exclusivity. No other company in the same industry category will be permitted to sponsor the event
- Title Sponsor will receive "top billing" in all Advertising and Promotion and on all Event Materials
- Opportunity to include company materials and/or a gift item in Bags
- Company Sponsor logo displayed on Home Page of keywesthalfmarathon.com and runsignup.com event page with link to sponsor website
- Company Sponsor logo featured & will appear on Finish Line Banner
- Company Sponsor logo featured on Key West Half Marathon Facebook page for six months prior to the event
- Opportunity for a company representative to appear at the Guest Speaker Presentation on Saturday night before the event and during Awards Ceremony
- One 20' x 10' display tent at Registration and the Awards Party
- Sponsor Digital Ad or Sponsor logo social media graphic to be shared on Key West Half Marathon social media platforms
- 15 Complimentary race entries for the Key West Half Marathon or Runfest



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Presenting Sponsor: \$50,000

- Product Exclusive. No other company in the same industry
- Presenting Sponsor will receive top billing in all advertising and promotion. Note: Title Sponsorship will have a more prominent position than the Presenting Sponsor.
- Company Sponsor logo displayed on Home Page of keywesthalfmarathon.com and runsignup.com event page with link to sponsor website
- Company Logo on Key West Half Marathon Facebook page for 6 months prior to event
- Logo inclusion in up to 10 E-blasts to 105,000
- A Virtual Race Bag Offer/Ad to all the participants
- Opportunity to include your company materials in Race Bags
- Sponsor Digital Ad or Sponsor logo social media graphic to be shared on Key West Half Marathon social media platforms
- 10 Complimentary race entries for the Key West Half Marathon or Runfest



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keywesthalfmarathon.com



Big Pecker Presenting Sponsor : \$15,000

- Product Exclusive. No other company in the same industry
- Presenting Sponsor will receive top billing in all advertising and promotion. Note: Title Sponsorship will have a more prominent position than the 5K Sponsor.
- Big Pecker Presenting Sponsor's name on Hat As Presenting Sponsor with Logo
- Company Sponsor logo displayed on Home Page of keywesthalfmarathon.com and runsignup.com event page with link to sponsor website
- Company Logo on Key West Half Marathon Facebook page for 3 months prior to event.
- Logo inclusion in up to 10 E-blasts to 105,000
- Opportunity to include your company materials in Race Bags
- Sponsor Digital Ad or Sponsor logo social media graphic to be shared on Key West Half Marathon social media platforms
- 10 Complimentary race entries for the Key West Half Marathon or Runfest



KEY WEST HALF MARATHON & RUNFEST

JANUARY 17-18, 2026

5K - 6:30AM - 10K - 7:30AM | HALF - 8K - 6:30AM

*COMPETITOR'S "BUCKET LIST: 13 MUST-DO
HALF MARATHONS IN THE U.S. "!!!*

*RUNNER'S WORLD BUCKET LIST: 10
DESTINATION HALF MARATHONS!!!*

keywesthalfmarathon.com



Lil' Pecker Presenting Sponsor : \$10,000

- Product Exclusive. No other company in the same industry
- Presenting Sponsor will receive top billing in all advertising and promotion. Note: Title Sponsorship will have a more prominent position than the 5K Sponsor.
- Lil' Pecker Presenting Sponsor's name on Hat As Presenting Sponsor with Logo
- Company Sponsor logo displayed on Home Page of keywesthalfmarathon.com and runsignup.com event page with link to sponsor website
- Company Logo on Key West Half Marathon Facebook page for 3 months prior to event.
- Logo inclusion in up to 5 E-blasts to 105,000
- Opportunity to include your company materials in Race Bags
- Sponsor Digital Ad or Sponsor logo social media graphic to be shared on Key West Half Marathon social media platforms
- 10 Complimentary race entries for the Key West Half Marathon or Runfest



KEY WEST HALF MARATHON & RUNFEST

JANUARY 17-18, 2026

5K - 6:30AM - 10K - 7:30AM | HALF - 8K - 6:30AM

*COMPETITOR'S "BUCKET LIST: 13 MUST-DO
HALF MARATHONS IN THE U.S. "!!!*

*RUNNER'S WORLD BUCKET LIST: 10
DESTINATION HALF MARATHONS!!!*

keywesthalfmarathon.com

Health Expo Presenting Sponsor: \$5,000

- Presenting Expo will receive top billing in all advertising and promotion. Note: Title Sponsorship will have a more prominent position than the Expo Sponsor.
- Company Sponsor logo displayed on Home Page of keywesthalfmarathon.com and runsignup.com event page with link to sponsor website
- Company Logo on Key West Half Marathon Facebook page for 6 months prior to event.
- Logo inclusion in up to 5 E-blasts to 105,000 per blast
- Opportunity to include your company materials in Race Bags
- Sponsor Digital Ad or Sponsor logo social media graphic to be shared on Key West Half Marathon social media platforms
- 3 Complimentary race entries for the Key West Half Marathon or Runfest



KEY WEST HALF MARATHON & RUNFEST

JANUARY 17-18, 2026

5K - 6:30AM - 10K - 7:30AM | HALF - 8K - 6:30AM

*COMPETITOR'S "BUCKET LIST: 13 MUST-DO
HALF MARATHONS IN THE U.S. "!!!*

*RUNNER'S WORLD BUCKET LIST: 10
DESTINATION HALF MARATHONS!!!*

keywesthalfmarathon.com

Host Hotel Sponsor : \$2,500

- Host Hotel Sponsor logo displayed on Home Page of keywesthalfmarathon.com and runsignup.com event page with link to sponsor website
- Host Hotel will receive top billing on Travel and Hotel pages both on keywesthalfmarathon.com and runsignup.com
- Company Logo on Key West Half Marathon Facebook page for 3 months prior to event.
- Logo inclusion in up to 20 E-blasts to 105,000
- Opportunity to include your company materials in Race Bags
- Host Hotel Sponsor logo added to Key West Half Marathon & 5K Social Media campaign starting April 2025 thru race weekend – ad spend \$30,000
- Sponsor Digital Ad or Sponsor logo social media graphic to be shared on Key West Half Marathon social media platforms
- 4 Complimentary race entries for the Key West Half Marathon or Runfest



KEY WEST HALF MARATHON & RUNFEST

JANUARY 17-18, 2026

5K - 6:30AM - 10K - 7:30AM | HALF - 8K - 6:30AM

*COMPETITOR'S "BUCKET LIST: 13 MUST-DO
HALF MARATHONS IN THE U.S. "!!!*

*RUNNER'S WORLD BUCKET LIST: 10
DESTINATION HALF MARATHONS!!!*

keywesthalfmarathon.com

Business Sponsor: \$1,000

- Company Sponsor logo displayed on Home Page of keywesthalfmarathon.com and runsignup.com event page with link to sponsor website
- Company Logo on Key West Half Marathon Facebook page for 3 month prior to event
- Logo inclusion in up 3 E-blasts to 105,000 per blast
- Opportunity to include your company materials in Race Bags
- Full color logo placement on race day Sponsor Thank You Signage produced by event
- Public Address mention during pre-race, post race and awards ceremony
- Sponsor Digital Ad or Sponsor logo social media graphic to be shared on Key West Half Marathon social media platforms



28th Annual Key West Half Marathon Sponsorship Opportunities for 2026



KEY WEST HALF MARATHON & RUNFEST

JANUARY 17-18, 2026

5K - 6:30AM - 10K - 7:30AM | HALF - 8K - 6:30AM

*COMPETITOR'S "BUCKET LIST: 13 MUST-DO
HALF MARATHONS IN THE U.S. "!!!*

*RUNNER'S WORLD BUCKET LIST: 10
DESTINATION HALF MARATHONS!!!*

keywesthalfmarathon.com

Sponsorship Overview:

Contact Information:

Barb Wright/Event Founder

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