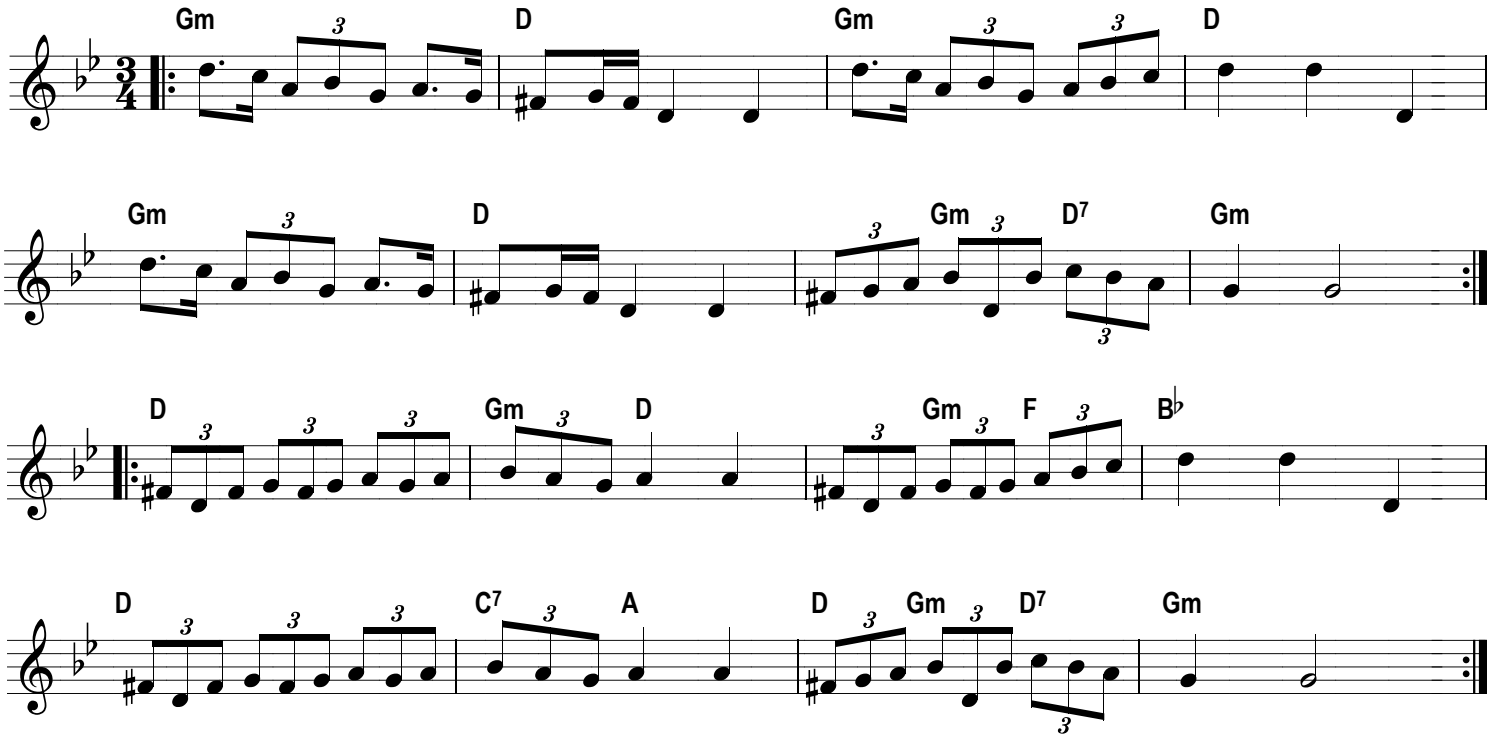Älgknappen