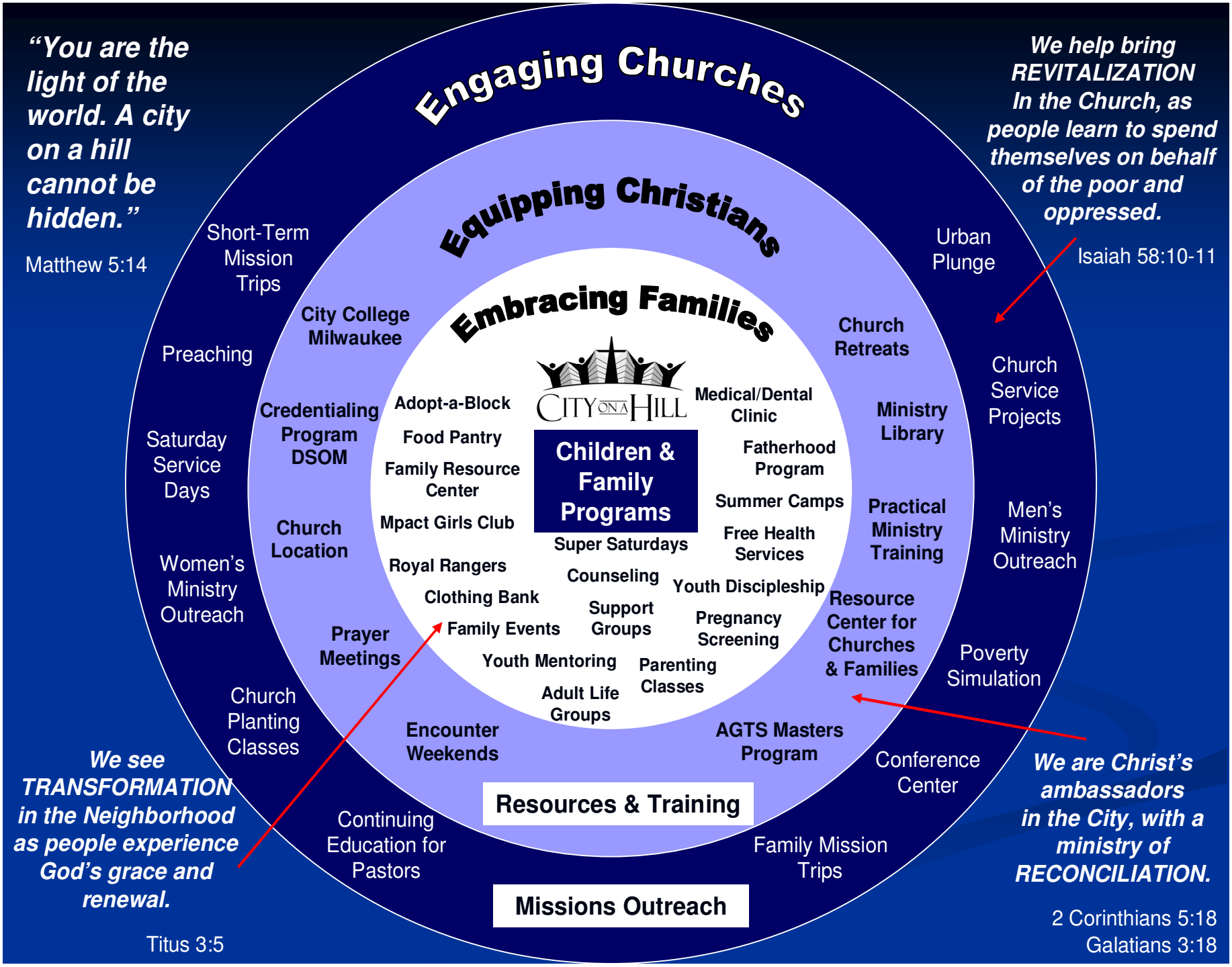Save the Children. Reach the Parents. Change the City.