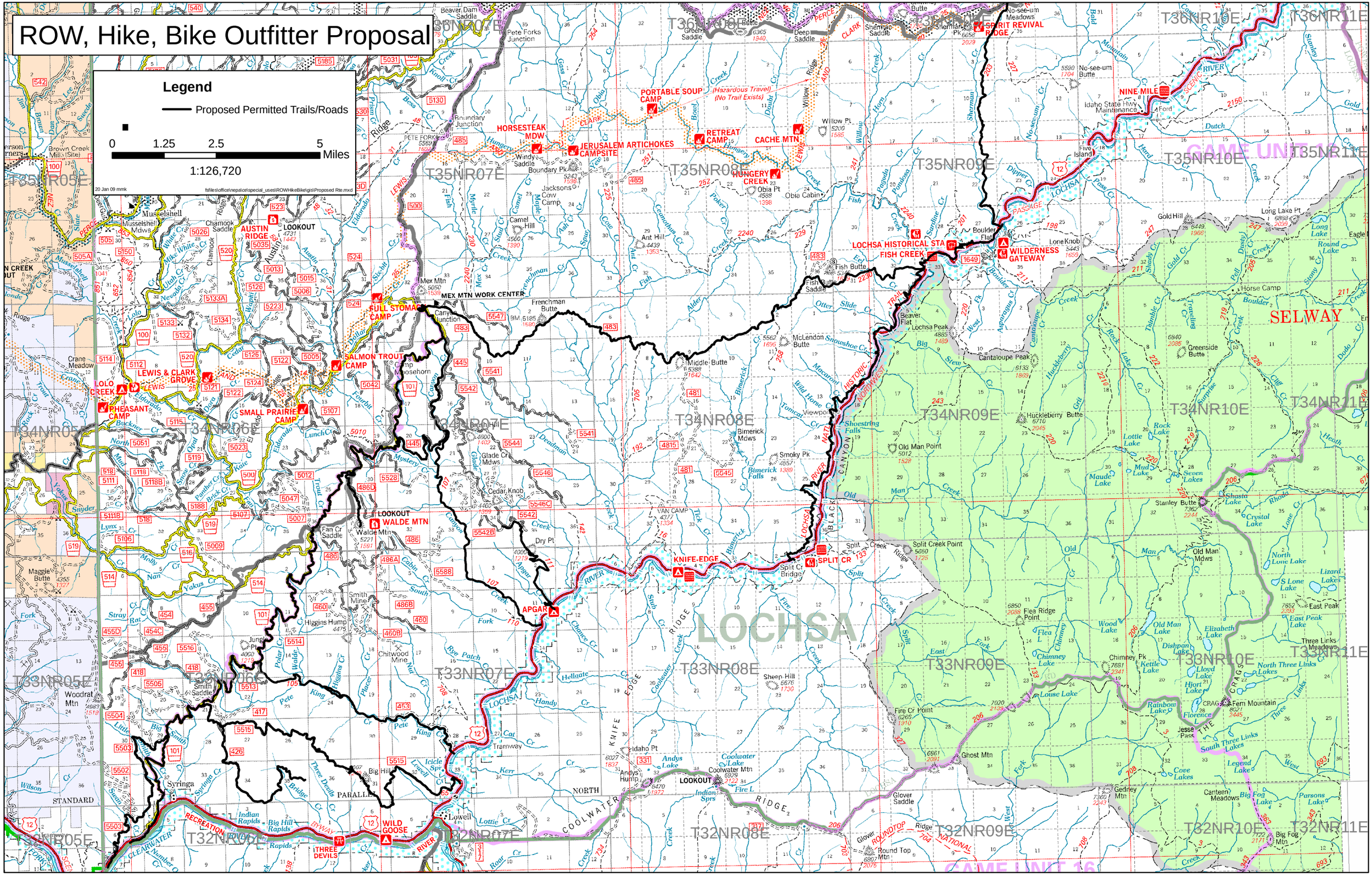ROW, Hike, Bike Outfitter Proposal