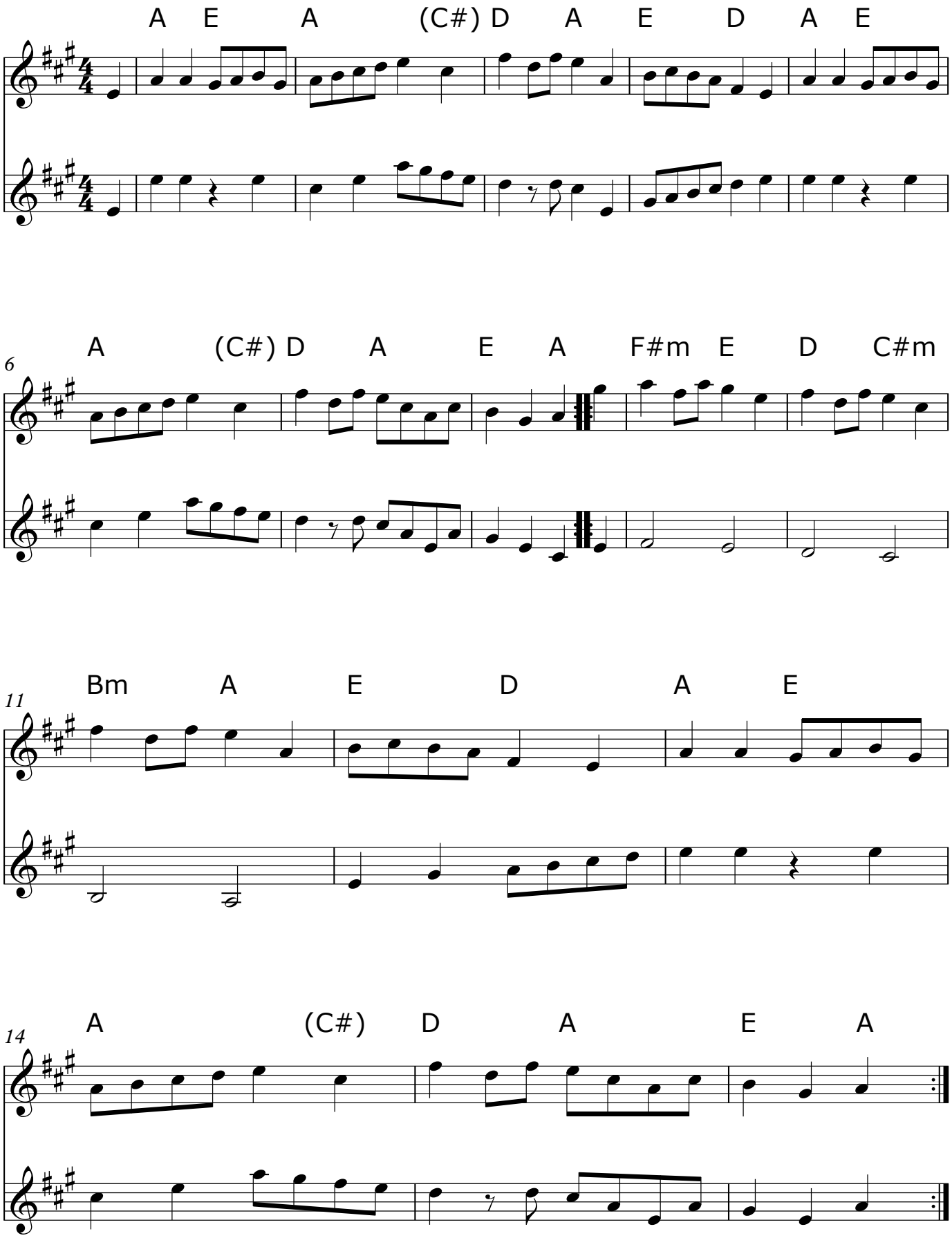Great North Run