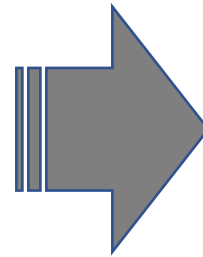


PUSH

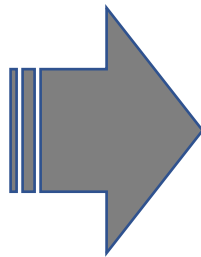


KICKSTARTS MOVEMENT

What happens if we don't do it...?

SETS DIRECTION

What's in it for you / us / them?



PULL

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