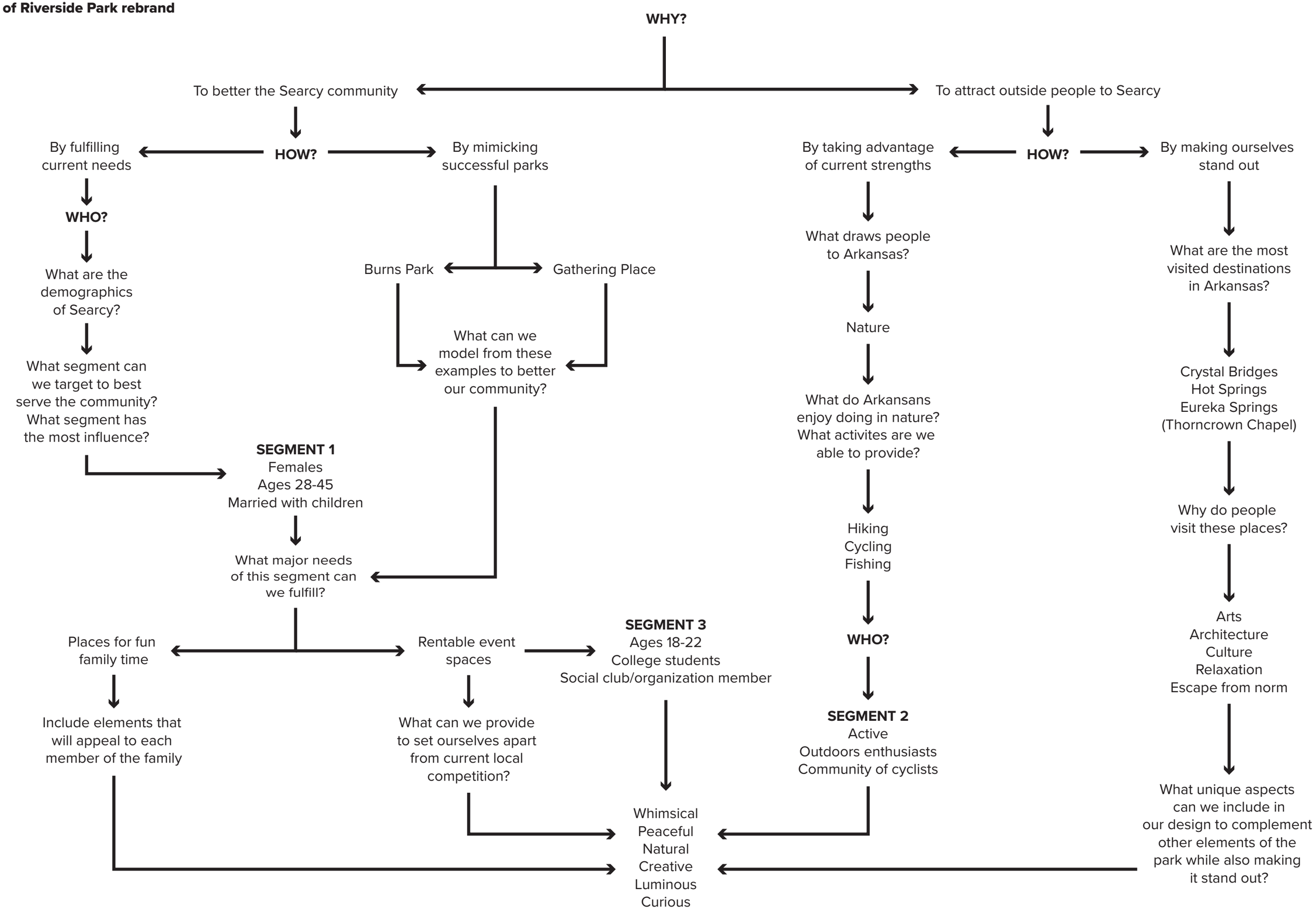Analysis of Riverside Park rebrand
6W1M