THINK LEARN BE MORE TOGETHER

POCATELLO/CHUBBUCK SCHOOL DISTRICT 25

IMPACT REPORT

COMMUNICATIONS & COMMUNITY RELATIONS

NOVEMBER 2026



SAFE | CONNECTED | READY TO LEARN

VISIBILITY
155.9K
Facebook Views
+98.8%

ENGAGEMENT
2.2K
Facebook Content Interactions
+269.4%

AUDIENCE
28,139
Facebook Viewers
+102.5%

COMMUNITY SUPPORT
71.5%
Supplemental Levy Approval
60 Presentations Completed

THIS MONTH'S IMPACT

Over the past month, communications emphasized informed participation, community connection and learner opportunities. The supplemental levy public information campaign included 60 presentations reaching more than 2,000 people, supported by coordinated digital, print and direct outreach. Voters approved the renewal with 71.5% support. Facebook views rose to 155.9K, expanding the visibility of district information and school stories.

YOU BELONG HERE

PRIORITY WORK THIS MONTH

- Supplemental Levy Public Information & Election Follow-Up
- Light the World Giving Machine Launch & School Participation
- Innovation Collective Sponsorship Campaign Development
- Highland Rebuild Celebration Planning & Communications
- School Safety Communications & Family Outreach

LOOKING AHEAD

- The Giving Machine Initiative - November 13 through 29, 2026
- You Belong Here Mondays - 2nd Mon.
- Elementary school logo development
- The World I Imagine - Fine Arts Comp.

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POCATELLO/CHUBBUCK SCHOOL DISTRICT 25

INFORMATION IN ACTION

COMMUNICATIONS & COMMUNITY RELATIONS

NOVEMBER 2026

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SUPPLEMENTAL LEVY RENEWAL | ELECTION RESULTS

A successful, coordinated, community-centered approach

PCSD 25's coordinated public information campaign provided consistent, factual and accessible information about the November 3 supplemental levy renewal election. Through 60 presentations reaching more than 2,000 people and coordinated digital, print and direct outreach, the campaign emphasized transparency and opportunities to ask questions. Voters approved the renewal with 71.5% support—the highest approval rate among supplemental levy measures statewide in the November election.

HIGHEST APPROVAL IN IDAHO

71.5%
VOTER APPROVAL
Among supplemental levy measures
November 3, 2026 election
Pocatello/Chubbuck School District 25

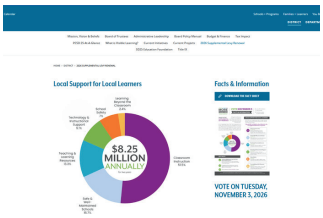
2,000+
People Reached With In-Person Presentations

In-person presentations provided opportunities for stakeholders to ask questions and seek clarification.

CAMPAIGN HIGHLIGHTS

LEVY WEBPAGE RESULTS

- 1,522 page views
- 1,047 active users
- 55 sec average engagement per active user.



JUST THE FACTS CAMPAIGN

Launched October 1 with informational graphics covering levy history, funding allocations, property taxes, and the November 3 election.



DIRECT FAMILY COMMUNICATIONS

Infinite Campus notifications, IC user portal communications, school newsletters and reader boards.



UNANIMOUS CHAMBER BOARD ENDORSEMENT

The Pocatello-Chubbuck Chamber of Commerce Board of Directors unanimously endorsed the supplemental levy renewal, affirming its support for local public education.

PRINT & DIGITAL OUTREACH

Included Idaho State Journal articles, editorial content, district & ISJ emails, ISU staff news, Chamber newsletter placements, and indoor digital displays.





THANK YOU

For supporting our learners, staff and schools.

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POCATELLO/CHUBBUCK SCHOOL DISTRICT 25

AUDIENCE & CONTENT INSIGHTS

COMMUNICATIONS & COMMUNITY RELATIONS

NOVEMBER **2026**

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OUR DIGITAL AUDIENCE

How our community is connecting with district content.

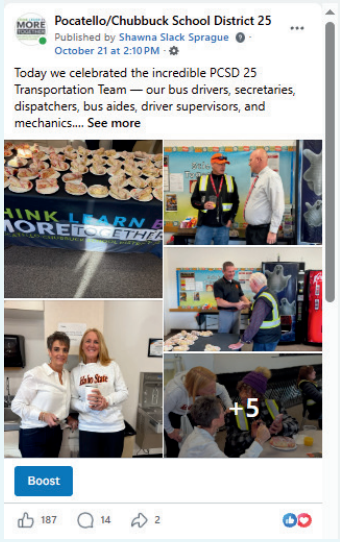
FACEBOOK
12,631
Followers
+33
NET FOLLOWERS SINCE OCTOBER

INSTAGRAM
1,450
Followers
+5
NET FOLLOWERS SINCE OCT.

YOUTUBE
731
Subscribers
+11
NET FOLLOWERS SINCE OCT.

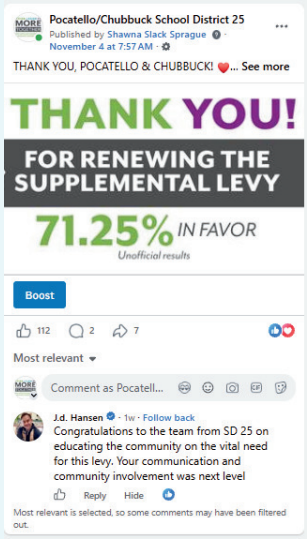
CONTENT THAT CONNECTED

Celebrating our people • Recognizing community support • Connecting through gratitude



CELEBRATING THE PEOPLE BEHIND THE ROUTES

Recognizing our transportation team generated 187 reactions and 14 comments, with 11.9K views. The response highlights how stories celebrating staff contributions connect with our school community.



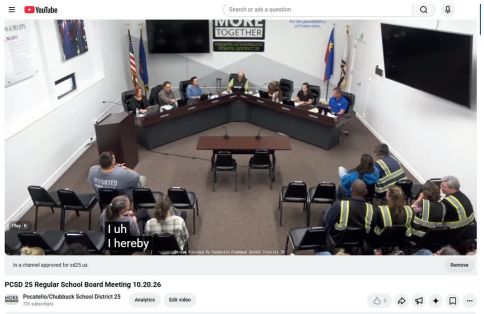
COMMUNITY SUPPORT, COMMUNITY GRATITUDE

The levy renewal thank-you post generated 112 reactions, seven shares and 6.5K views. Sharing the election outcome and expressing appreciation created an opportunity to recognize the community's investment in local schools.

Initial results announcement; final approval: 71.5%

TOP VIDEO

Keeping our community connected to district decisions.



EXTENDING ACCESS TO BOARD DISCUSSIONS

Regular Board Meeting | October 20, 2026
371 Views | 70 Hours Watch Time

With 371 views and more than 70 hours of watch time, the board meeting video drew strong interest in district discussions and decisions. Livestreaming and on-demand access allow people to stay informed beyond the boardroom, supporting transparency and connection.

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STORIES IN ACTION

COMMUNICATIONS & COMMUNITY RELATIONS

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HONORING SERVICE. LEARNING GRATITUDE.

Honoring Those Who Serve. Inspiring Those Who Will Lead.

Across our elementary, middle, and high schools, the PCSD 25 community came together this Veterans Day to honor the men and women who have served—and those who continue to serve—our nation through meaningful assemblies, musical tributes, special performances, and heartfelt expressions of gratitude.

But the significance of Veterans Day extends well beyond the performances themselves. It's found in the preparation, conversations, and learning that take place along the way—helping our learners understand the sacrifices made on behalf of our freedoms, the responsibilities of citizenship, and what it truly means to be an American.

To our veterans and active-duty service members, thank you for your service, sacrifice, and example.



Learning the Meaning of Service

Lessons, books and songs helped learners explore Veterans Day and the contributions of those who have served and those serving today.



Honoring Through Participation

Learners prepared musical tributes, assemblies, and flag ceremonies to recognize veterans, as well as those serving today.



Making Service Personal

Family photographs and Walls of Heroes connected military service to people learners know and love.

Watch the Video Highlights

A Special Musical Tribute

Hawthorne Middle School welcomed acclaimed Native American flutist Hovia Edwards, who performed an original composition she co-wrote with Justin Ralls—a memorable celebration of music, culture and connection.



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WHAT'S NEXT

COMMUNICATIONS & COMMUNITY RELATIONS

NOVEMBER **2026**

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UPCOMING PRIORITIES

Here's what we're focused on next as we continue to support our learners, staff, and community.

LightTheWorld Giving Machine

November 13-29

Turning generosity into opportunities for local learners.

SD25 EDUCATION FOUNDATION PARTICIPATION DATES: November 17, 22 & 28. Help share this powerful community initiative and encourage participation to support local students and families.

Watch the KPVI Interview

December 17
5:00-7:00 p.m.

Highland Rebuild Ribbon Cutting & Open House

Join us December 17, from 5–7 p.m., with a ribbon cutting at 5:15 p.m. to celebrate the completion of Phase I of the Highland High School rebuild. Trustee Deanna Judy's recent op-ed reflects on the community collaboration that helped shape Highland's next chapter.

Read the Op-Ed Article

From fire to finish, follow Highland's rebuilding journey. Explore project milestones, photos and updates on the Rebuilding Highland website.

ONGOING FOCUS

We'll continue to support district priorities through:

- Timely, accurate, and transparent communication
- Learner-centered storytelling
- Media relations & responsive communications
- Community partnerships
- Support for school and department communication needs
- Highlighting and celebrating the people and programs that make PCSD 25 strong.
- Stakeholder engagement and opportunities for meaningful feedback on district initiatives and decisions.

Every act of generosity can help a learner feel supported, connected and ready to thrive. Together, we can light the world close to home.

YOU BELONG HERE



MEDIA LINKS
Appendix

Links to articles October 16 through November 12, 2026

October 13, 2026

High school seniors: Kick into gear at the Senior KickStart
https://www.idahostatejournal.com/psa/high-school-seniors-kick-it-into-gear-at-the-senior-kickstart/article_82fd4aec-a001-44fb-b5f6-e11cd155066a.html

Boise district launches Timberline investigation; police continue probe
https://www.idahoednews.org/top-news/boise-district-is-launching-its-timberline-investigation-as-police-continue-their-probe/

October 14, 2026

Idaho high school to begin Title IX investigation into rape and death threats
https://www.idahostatejournal.com/news/local/title-ix-measures-taken-as-timberline-probes-alleged-threats/article_fde9251c-20fe-5544-a642-4296403d1975.html

Idaho's top officials keep getting these common election questions. Here's the answers to your FAQ's
https://www.idahostatejournal.com/psa/idaho-s-top-officials-keep-getting-these-common-election-questions-here-s-the-answers-to/article_6ed94ff0-1360-5fc4-87a4-76b8070401cf.html

East Idaho school districts will ask voters for more than $65 million in November
https://www.idahostatejournal.com/psa/east-idaho-school-districts-will-ask-voters-for-more-than-65-million-in-november/article_417b0936-b21d-4d6c-a755-93a486e9021d.html

District 25: Primary upheaval, resignation will bring three new faces to the Statehouse
https://www.idahoednews.org/elections-category/district-25-primary-upheaval-resignation-will-bring-three-new-faces-to-the-statehouse/

Pocatello trustees lean toward keeping five-day week
https://www.idahoednews.org/news/pocatello-trustees-lean-toward-keeping-five-day-week/

Timberline High School investigation sparks Eastern Idaho debate over student safety
https://localnews8.com/news/2026/10/16/butte-county-swastika-vandalism/

October 15, 2026

Teen gunman kills three children, teacher at Oregon elementary school before civilian shoots him
https://www.idahostatejournal.com/psa/teen-gunman-kills-three-children-teacher-at-oregon-elementary-school-before-civilian-shoots-him/article_41d3e1df-d14d-428c-8a9e-93b5b87cbc51.html

Little sets record for campaign fundraising as election cycle enters closing weeks
https://www.idahostatejournal.com/news/local/campaign-cash-balance-nears-1-million-for-gov-brad-little/article_f8012142-c328-5806-83c0-1731c1e00f85.html

Police issue public safety warning after mountain lion spotted in Pocatello neighborhood near LDS temple
https://www.idahostatejournal.com/psa/police-issue-public-safety-warning-after-mountain-lion-spotted-in-pocatello-neighborhood-near-lds-temple/article_ffab6828-d261-4cba-9b38-984778ded0db.html

This year's biggest election could also be November's big wild card
https://www.idahoednews.org/top-news/this-years-biggest-election-could-also-be-novembers-big-wild-card/

State Board roundup: Critchfield says a K-12 funding formula rewrite could take years
https://www.idahoednews.org/news/state-board-roundup-critchfield-says-a-k-12-funding-formula-rewrite-could-take-years/

Moscow's unusual school levy draws support, skepticism
https://www.idahoednews.org/news/moscows-unusual-school-levy-draws-support-skepticism/

Bonneville teachers required to certify their 'biological sex'
https://www.idahoednews.org/news/bonneville-teachers-required-to-certify-their-biological-sex/

Vallivue may have filled an open board position. The selection process is under legal review
https://www.idahoednews.org/news/vallivue-may-have-filled-an-open-board-position-the-selection-process-is-under-legal-review/

3 children, teacher killed in Oregon elementary school shooting, police say
https://www.eastidahonews.com/2026/10/3-children-teacher-killed-in-oregon-elementary-school-shooting-police-say/

October 16, 2026
Idaho sues OpenAI, alleging deception about ChatGPT's safety
https://www.idahostatejournal.com/news/local/idaho-lawsuit-accuses-openai-of-exposing-children-to-chatgpt-harms/article_b18e055e-2f07-5ead-8a9c-aabd31d24c7d.html

Jerome gadfly questioned Valley School District levy. We fact checked his argument.
https://www.idahoednews.org/ballot-beat/jerome-gadfly-questioned-valley-school-district-levy-we-fact-checked-his-argument/

Threat rumor prompts brief hall check at two Idaho Falls schools; juvenile in custody
https://localnews8.com/news/2026/10/16/threat-prompts-hall-check-at-two-idaho-falls-schools/

Butte County School District condemns hate speech after swastikas painted on cross-country course
https://localnews8.com/news/2026/10/16/butte-county-swastika-vandalism/

October 17, 2026

Bonneville teachers required to certify their 'biological sex'
https://www.eastidahonews.com/2026/10/bonneville-teachers-required-to-certify-their-biological-sex/?fbclid=IwY2xjawVEw3xleHRuA2FlbQIxMQBwZG9mBXNydGMGYXBwX2lkEDIyMjAzOTE3ODgyMDA4OTIAAR5nYfPBffvEWlBz_3z_zOL6FqpVIa94aKe7t6GmNp7ixhP6XfIS4f0MgF4oXw_aem_8TcqCWWlTH1zDSWWhcp8tw

October 19, 2026

Cybersecurity incident forced Jerome schools to close Monday; district says student data is safe
https://www.eastidahonews.com/2026/10/cybersecurity-incident-forced-jerome-schools-to-close-monday-district-says-student-data-is-safe/

Federal grant will support new teachers, mentors
http://idahoednews.org/top-news/federal-grant-will-provide-support-for-new-teachers-mentors/

Jerome cancels school after weekend cyberattack
https://www.idahoednews.org/news/jerome-cancels-school-after-weekend-cyberattack/

Anti-drug youth video contest inspires Idaho students
https://www.idahoednews.org/news/anti-drug-youth-video-contest-inspires-idaho-students/

Student's alleged gun threat affects local schools
https://www.kpvi.com/news/local_news/students-alleged-gun-threat-affects-local-schools/article_af9fec40-9282-48b8-808f-b49f38141a66.html

Bonneville teachers required to certify their 'biological sex'
https://localnews8.com/news/top-stories/2026/10/19/bonneville-school-district-gender-policy/

October 20, 2026

Laura Blad, wife of former Pocatello Mayor Brian Blad, dies at 56
https://www.eastidahonews.com/2026/10/laura-blad-wife-of-former-pocatello-mayor-brian-blad-dies-at-56/

Vandals cause extensive damage at Calvary Chapel in Pocatello
https://localnews8.com/news/pocatello/2026/10/20/calvary-chapel-property-damage-investigation/

Early voting begins in several Eastern Idaho counties
https://localnews8.com/home/2026/10/19/early-voting-begins-in-several-eastern-idaho-counties/

State Supreme Court weighs competing timelines for producing student records
https://www.idahoednews.org/state-policy/idaho-supreme-court-weighs-competing-timelines-for-producing-student-records/

Pocatello Police investigating estimated $10,000 in damage to Highland High music department at Calvary Chapel
https://www.idahostatejournal.com/psa/pocatello-police-investigating-estimated-10-000-in-damage-to-highland-high-music-department-at-calvary/article_b51ae2da-9934-4284-8e07-e78b4d169788.html?fbclid=IwY2xjawVF_D1leHRuA2FlbQIxMQBwZG9mAXNydGMGYXBwX2lkEDIyMjAzOTE3ODgyMDA4OTIAAR4VFzMOJtBIR8PrBYugUkCgCherf2S6UbPf0TJ_DBQzmg0Le7sr9rHDDgW93Q_aem_3ciogDmCUFavVKG642KprQ

October 21, 2026
Hackers take control of school cameras, locks, and HVAC, shutting down entire Idaho school dstrict
https://cybernews.com/news/school-district-ransomware-attack-idaho-cameras-locks-hvac/?utm_source=cn_facebook&utm_medium=social&utm_campaign=cybernews&utm_content=post&source=cn_facebook&medium=social&campaign=cybernews&content=post

Blaine County enrollment slumps as potential deficit looms
https://www.idahoednews.org/school-funding/blaine-county-enrollment-slumps-as-potential-deficit-looms/

Marsing, Homedale approve armed staff policies
https://www.idahoednews.org/news/marsing-homedale-approve-armed-staff-policy/

Blackfoot school bus totaled after crash with semi, no students on board
https://www.eastidahonews.com/2026/10/blackfoot-school-bus-totaled-in-crash-with-semi-no-students-on-board/

Pocatello Police investigating break-in and vandalism at Calvary Chapel
https://www.eastidahonews.com/2026/10/pocatello-police-investigating-break-in-at-calvary-chapel/

No injuries after semitruck strikes empty school bus at Highway 26 and 39 intersection in Blackfoot
https://www.idahostatejournal.com/chronicle/news/no-injuries-after-semitruck-strikes-empty-school-bus-at-highway-26-and-39-intersection-in/article_2afc970e-44e2-4a85-9b6a-65e72e78f05e.html

October 22, 2026
Higher ed's course catalogs are growing – but how much growth is Idaho willing to bankroll?
https://www.idahoednews.org/top-news/higher-eds-course-catalogs-are-growing-but-how-much-growth-is-idaho-willing-to-bankroll/

District 29: Child welfare lawyer challenges Republican focused on medical education
https://www.idahoednews.org/elections-category/district-29-child-welfare-lawyer-challenges-republican-focused-on-medical-education/

Vallivue appoints trustee, cures open meeting violations
https://www.idahoednews.org/news/vallivue-appoints-trustee-cures-open-meeting-violations/

October 23, 2026

Pocatello police, District 25 say reports of threats at Irving Middle School were investigated, no danger found
https://www.idahostatejournal.com/news/local/pocatello-police-district-25-say-reports-of-threats-at-irving-middle-school-were-investigated-no/article_9765c19f-8095-417c-a51d-bfc4f2ad10d7.html?fbclid=IwY2xjawVIgMdleHRuA2FlbQIxMQBwZG9mAWJyaWQRMW0xMlNMbTdvVGlGc3VoSzNzcnRjBmFwcF9pZBAyMjIwMzkxNzg4MjAwODkyAAEeKzTlzWCaYY9yterv6yPFZKpwLKuu6KVMoU4RVPYBAZrRPam2W--oZjZ7vQs_aem_4KEN2rYrzPjquVFSqDnZaw

Republican incumbents face Democratic challengers in all 3 District 28 legislative races
https://www.idahostatejournal.com/psa/republican-incumbents-face-democratic-challengers-in-all-3-district-28-legislative-races/article_e358f072-7df4-405f-9e36-f7a4e9493e1a.html

Senate candidates lay out priorities with affordability a shared concern
https://www.idahopress.com/elections/jim-risch-highlights-housing-act-to-address-cost-concerns/article_9f265dfb-c5fb-4f4a-811d-ef0aa21f527d.html

Pocatello-Chubbuck rejects 4-day week, semester schedule change
https://www.idahoednews.org/news/pocatello-chubbuck-rejects-4-day-week-semester-schedule-change/

How Boise State is prioritizing literacy learning techniques for incoming teachers
https://www.idahoednews.org/news/how-boise-state-is-prioritizing-literacy-learning-techniques-for-incoming-teachers/

Students invited to share holiday spirit in state card contest
https://www.idahoednews.org/news/students-invited-to-share-holiday-spirit-in-state-card-contest/

October 25, 2026

Gonzalez's golden goal lifts Pocatello to second girls' soccer state title in three years
https://www.idahostatejournal.com/psa/gonzalezs-golden-goal-lifts-pocatello-to-second-girls-soccer-state-title-in-three-years/article_e575ca64-29ab-4e2e-a1a9-87bb9758b28b.html?fbclid=IwY2xjawVMSTpleHRuA2FlbQIxMQBwZG9mAXNydGMGYXBwX2lkEDIyMjAzOTE3ODgyMDA4OTIAAR6XvZQIahFEuxJcTeV7YGyHNc65PGMHqnuHbyMW25q1lYcqndxKYFAITusbrQ_aem_iUqTfJpcG3yTyv-uREKK_w

Family files lawsuit after 50 + middle schoolers served pretzels coated with oven cleaner at lunch
https://www.ksnblocal4.com/2026/10/25/family-files-lawsuit-after-50-middle-schoolers-served-pretzels-coated-with-oven-cleaner-lunch/?fbclid=IwY2xjawVMqHBleHRuA2FlbQIxMABwZG9mBWJyaWQRMW5UUUdjQUxnakZlUmF3UVlzcnRjBmFwcF9pZBAyMjIwMzkxNzg4MjAwODkyAAEeoF9jhx_MXFrh4b18WnwjrRtatGwUfeOsxSnukagSP7lLx9oDpZzL6pQm-k4_aem_LNEcLZLxrGM2MvTzEjvWxA

7 local teams claim hardware; Teton boys, Poky girls grab top prize
https://www.eastidahonews.com/2026/10/state-soccer-roundup-7-local-teams-claim-hardware-teton-boys-poky-girls-grab-top-prize/

October 26, 2026
Pocatello-Chubbuck rejects 4-day week, semester schedule change
https://localnews8.com/news/education/2026/10/26/pocatello-chubbuck-rejects-four-day-week/

Former teacher sues Boise district, saying she was scapegoated over sexual abuse cases
https://www.idahoednews.org/top-news/former-teacher-sues-boise-district-saying-she-was-scapegoated-over-sexual-abuse-cases/

Teachers' union endorses Critchfield for state superintendent
https://www.idahoednews.org/news/teachers-union-endorses-critchfield-for-state-superintendent/

A record number of women are running for state legislatures this year
https://www.idahoednews.org/news/a-record-number-of-women-are-running-for-state-legislatures-this-year/

PAC spending reveals top three battleground seats for Republicans
https://www.idahoednews.org/ballot-beat/pac-spending-reveals-top-three-battleground-seats-for-republicans/

October 27, 2026
'Feeling the pinch': Districts get creative with ballot measures
https://www.idahoednews.org/news/feeling-the-pinch-districts-get-creative-with-ballot-measures/

Meet the legislative candidates running in key swing districts
https://www.idahoednews.org/elections-category/meet-the-legislative-candidates-running-in-key-swing-districts/

Former teacher sues Boise district, saying she was scapegoated over sexual abuse cases
https://www.eastidahonews.com/2026/10/former-teacher-sues-boise-district-saying-she-was-scapegoated-over-sexual-abuse-cases/?fbclid=IwY2xjawVN4I5leHRuA2FlbQIxMQBwZG9mBXNydGMGYXBwX2lkEDIyMjAzOTE3ODgyMDA4OTIAAR6tjoyBqZDNsrdcgNHlEr2VVxmAAuUWdz7slN5CUDrUh1l_iATX5iuOCiLhjQ_aem_zzt8X_m2Ddhx4C2ZTaqp2Q

McMillan Elementary's declining enrollment prompts decommission vote in November
https://www.idahoednews.org/top-news/mcmillan-elementarys-declining-enrollment-prompts-decommission-vote-in-november/

'We don't have data': Kuna to evaluate student screen time
https://www.idahoednews.org/news/we-dont-have-data-kuna-to-evaluate-student-screen-time/

October 28, 2026

Fireworks, not gunfire at Idaho Falls elementary behind latest local school security scare
https://www.idahostatejournal.com/psa/fireworks-not-gunfire-at-idaho-falls-elementary-behind-latest-local-school-security-scare/article_0bec86f9-2307-47f4-acde-0c3c7f343115.html

Find out who's running in statewide races, from governor to state superintendent to Congress
https://www.idahoednews.org/elections-category/find-out-whos-running-in-statewide-races-from-governor-to-state-superintendent-to-congress/

'Nobody Else Knows' – Kambell Richards quietly goes from cancer treatment to leading Century to best state gold finish ever
https://www.idahostatejournal.com/sports/kambell-richards-quietly-goes-from-cancer-treatment-to-leading-century-to-best-state-golf-finish/article_572dfbb2-84d6-4b17-b276-45a0e2302506.html

Pool powers Poky to second state championship in 3 years
https://www.eastidahonews.com/2026/10/pool-powers-poky-to-second-state-championship-in-3-years/

Pocatello Police to host free community autism awareness training Nov. 14
https://www.eastidahonews.com/2026/10/pocatello-police-to-host-free-community-autism-awareness-training-nov-14/

Idaho's early voting numbers driven by 'fired up' electorate
https://www.eastidahonews.com/2026/10/idahos-early-voting-numbers-driven-by-fired-up-electorate/

October 29, 2026

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Thank you.

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