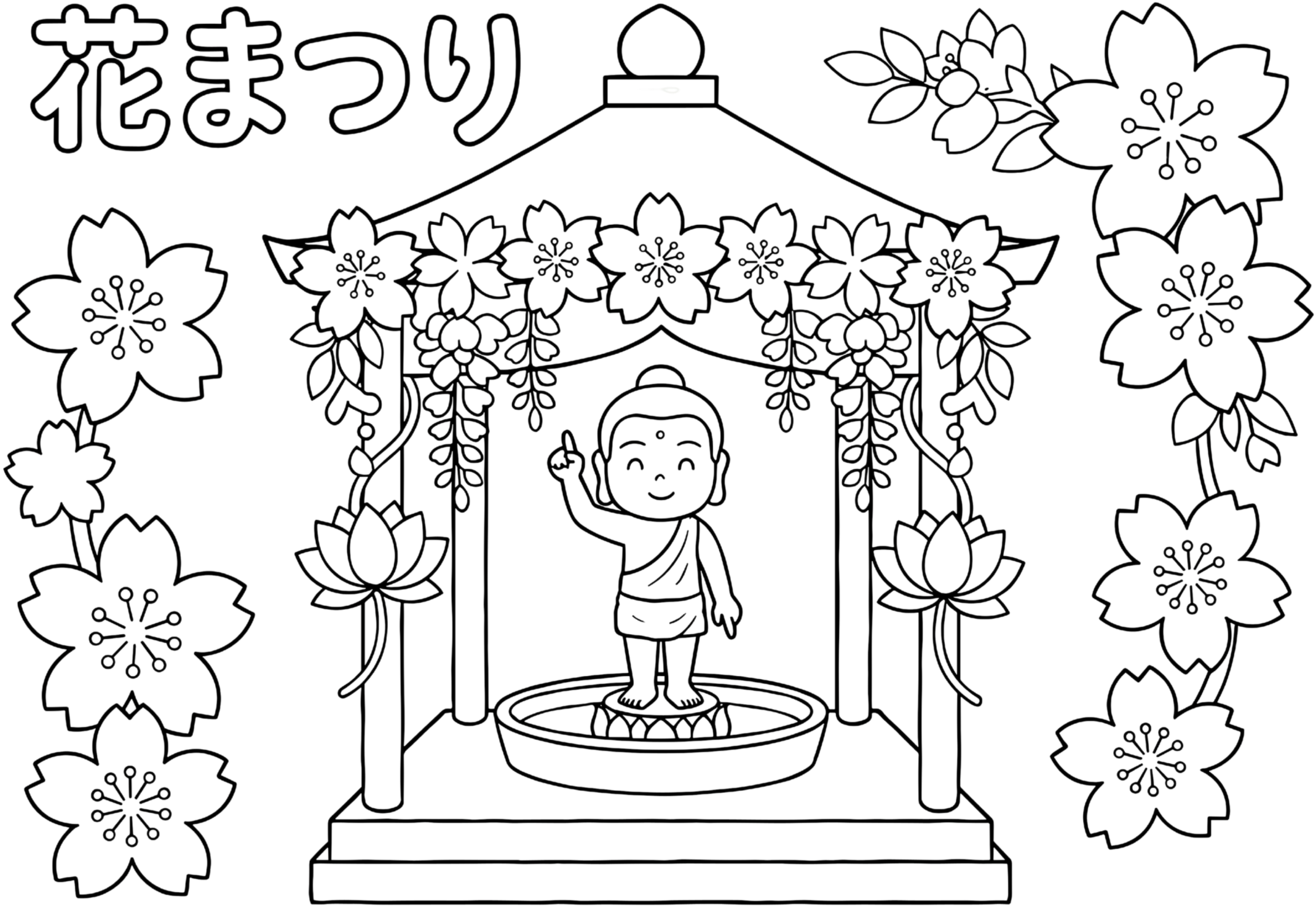花まつり