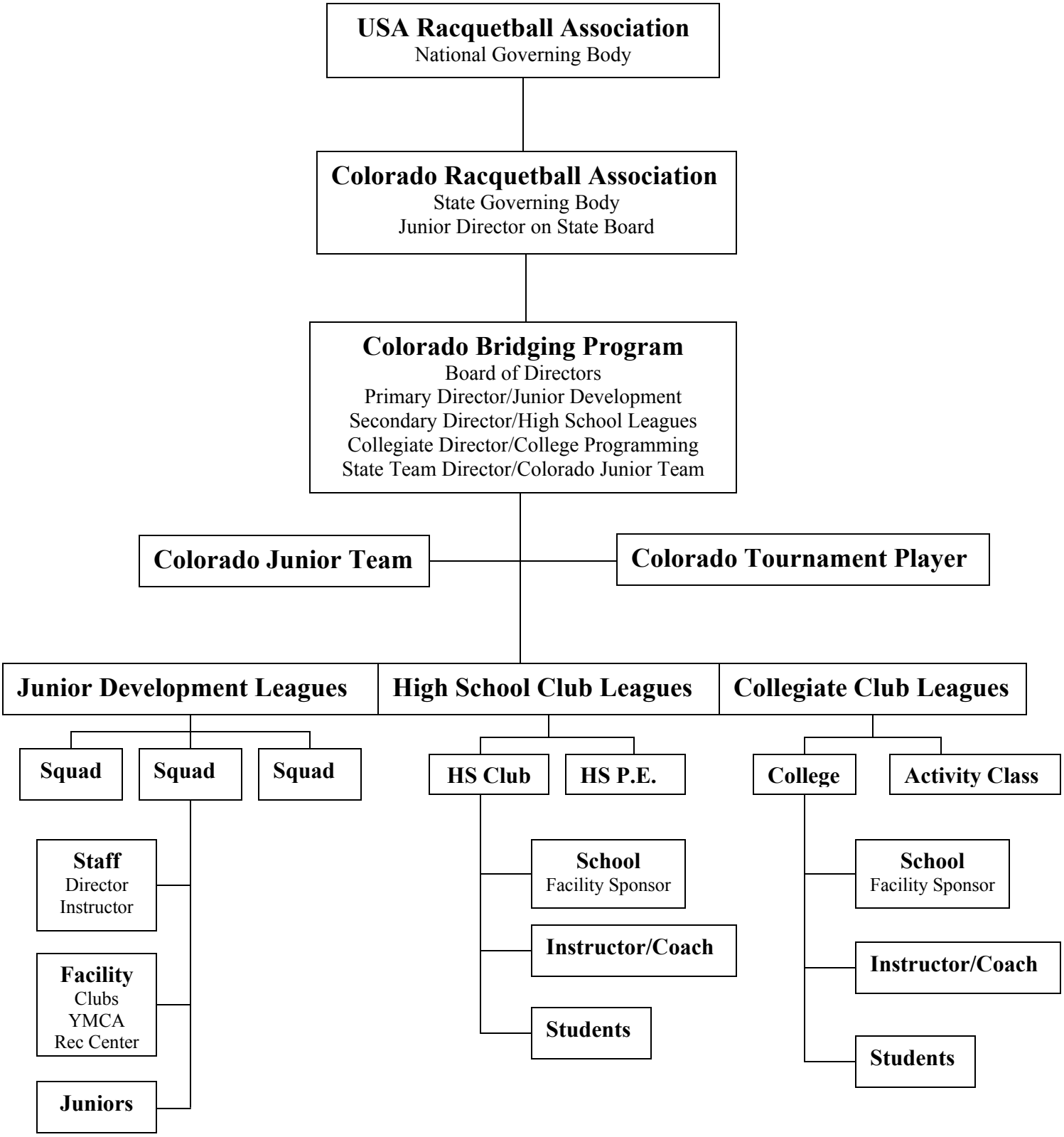Bridging The Player Gap Campaign