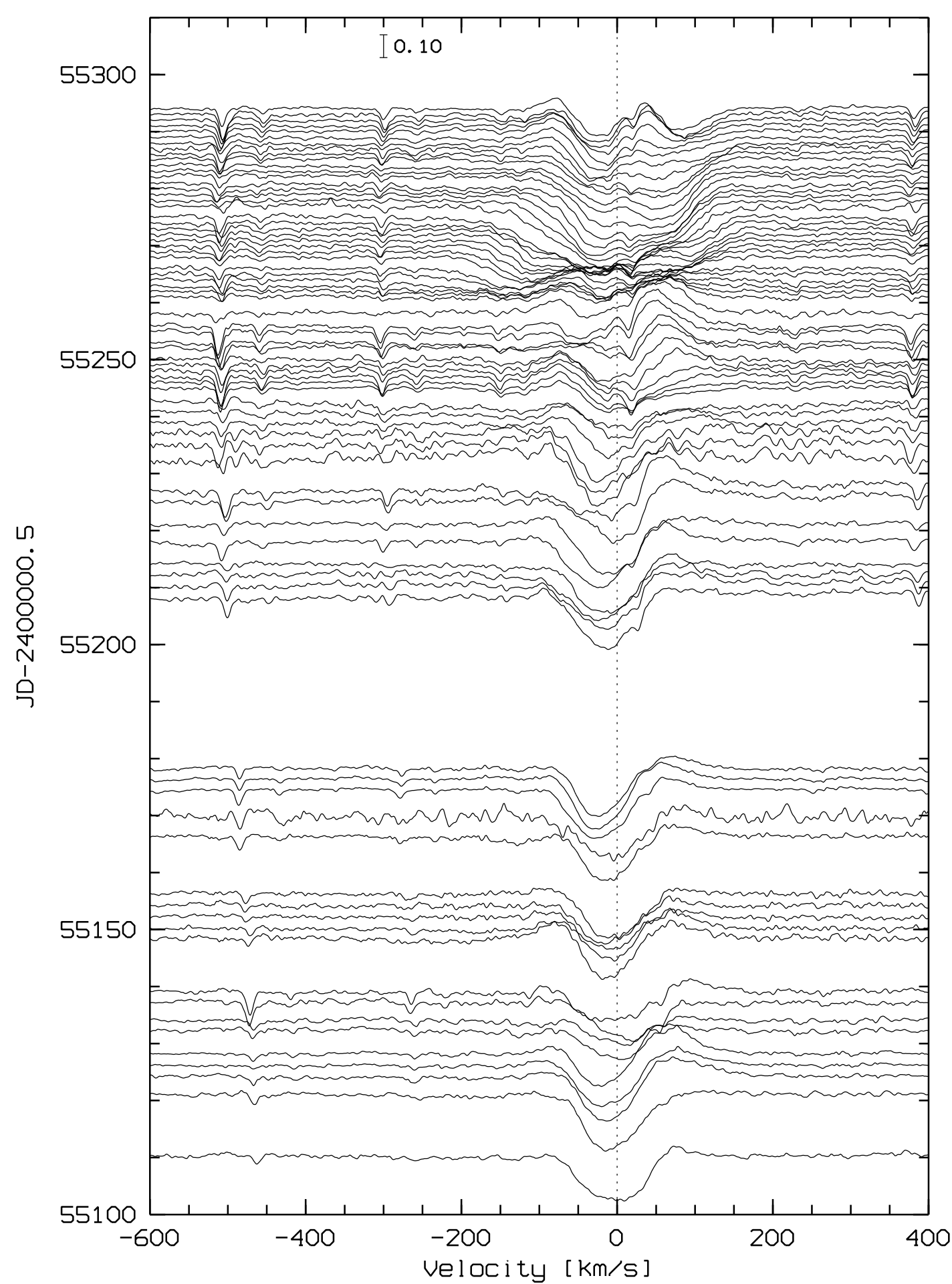# 1. 2009–2010 campaign