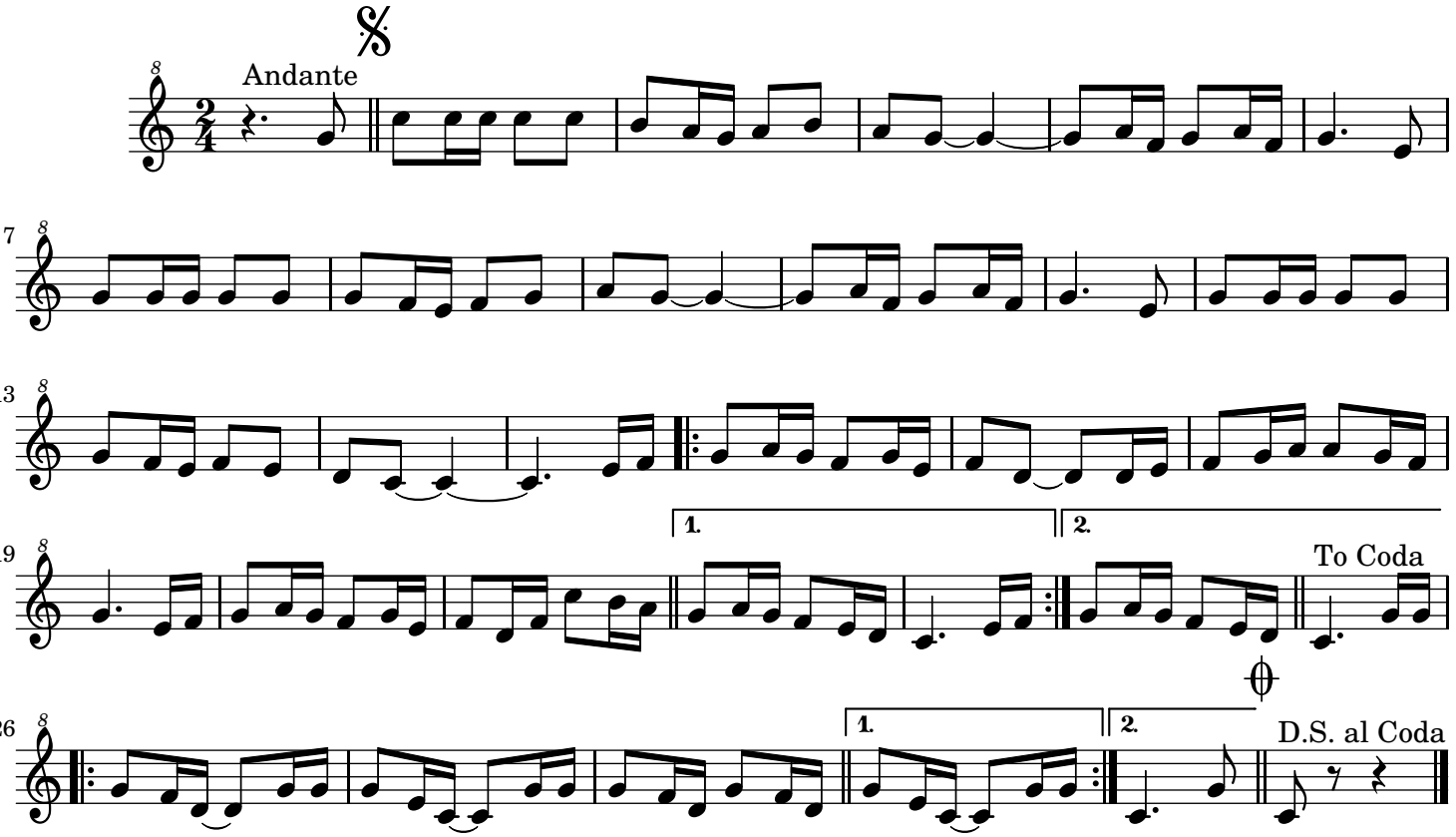Rumba dos Fros