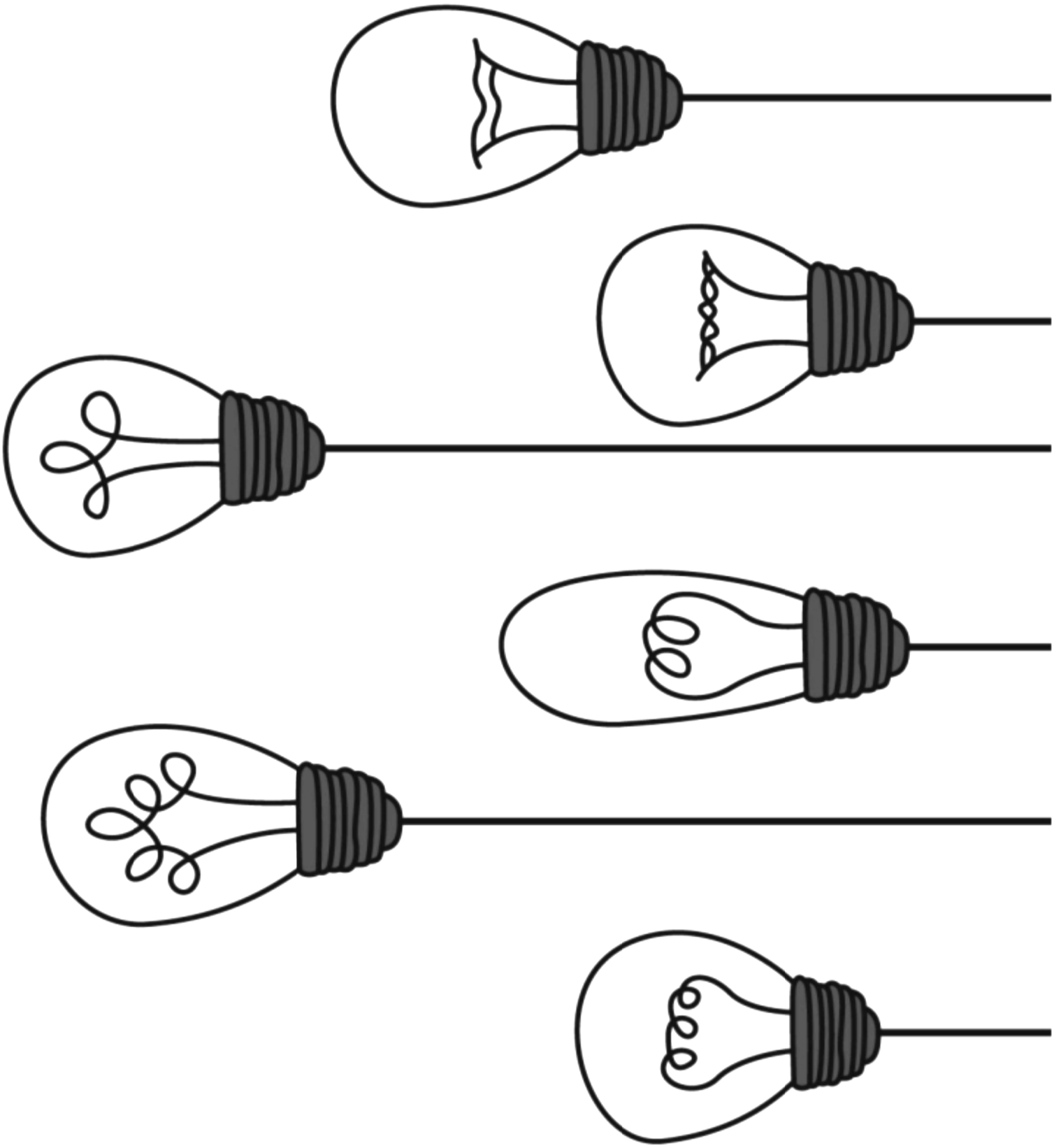Use the hashtag **#LIGHTUPTHEVALLEY** when posting pictures or videos of the events