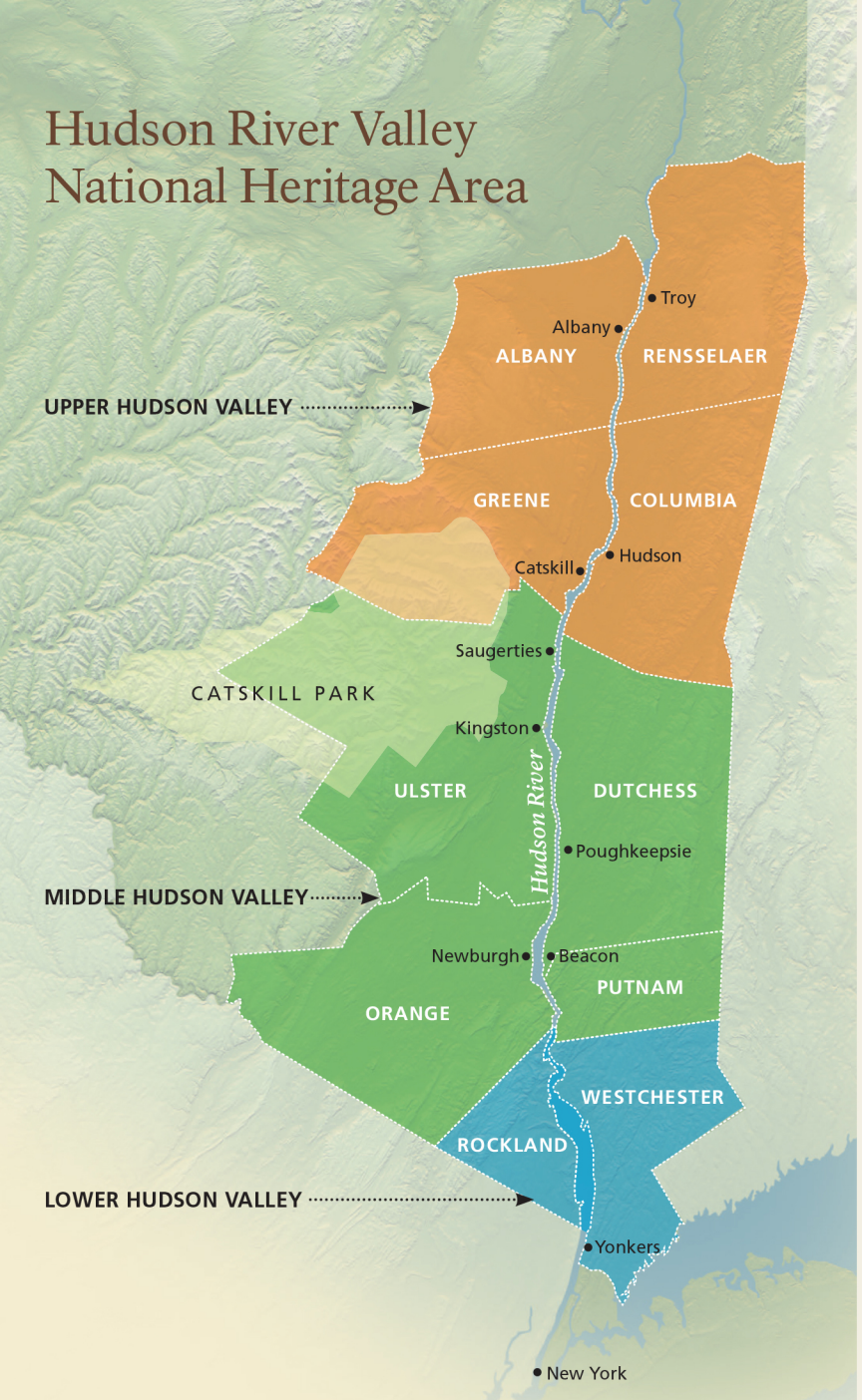Hudson River Valley National Heritage Area