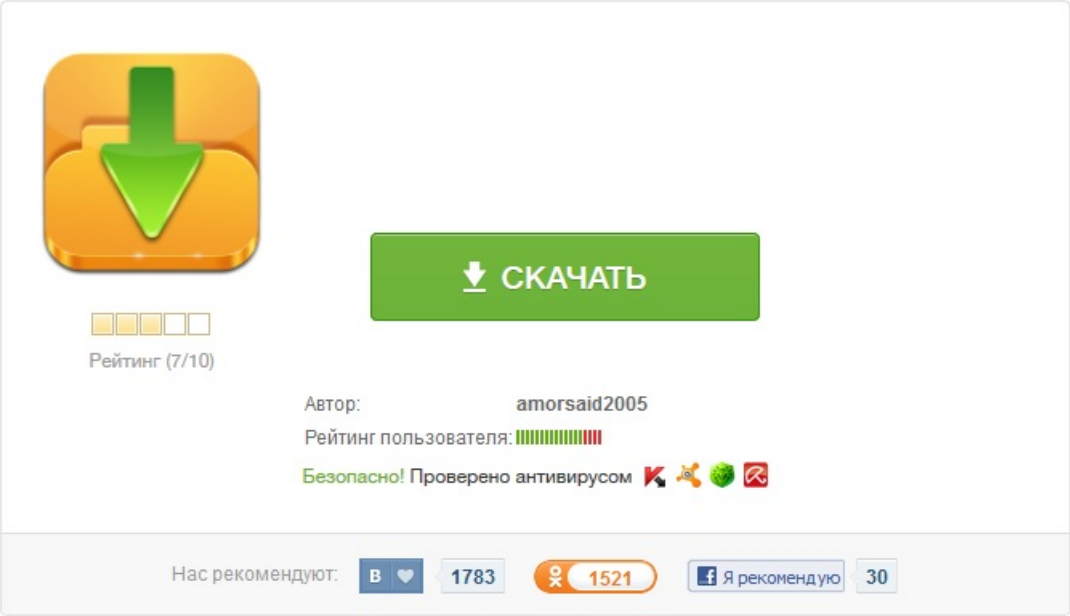форма игрушки из челябинска