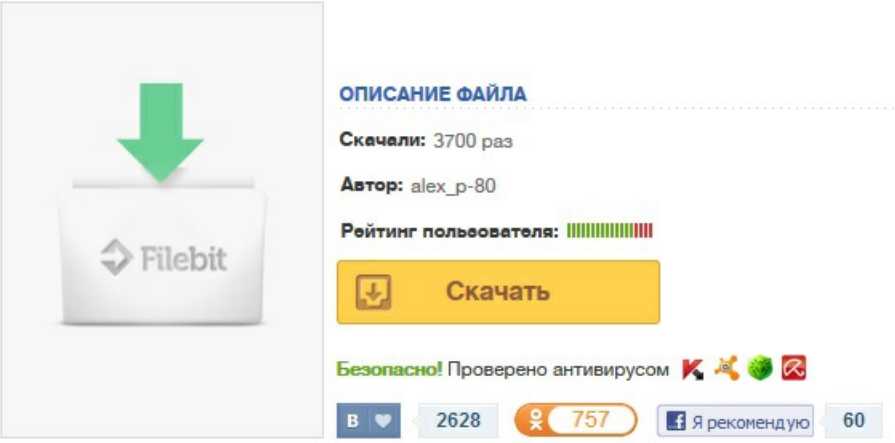письмо деду морозу бланк купить