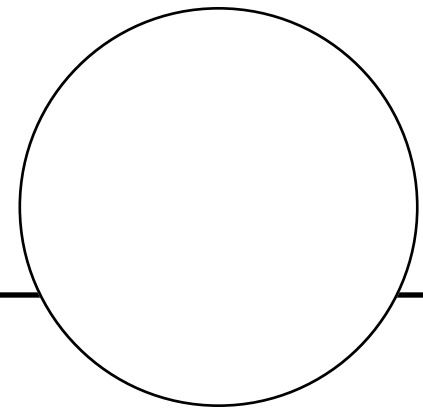Inspiring text to lure (new) members in to the site) with some info.

IMAGE