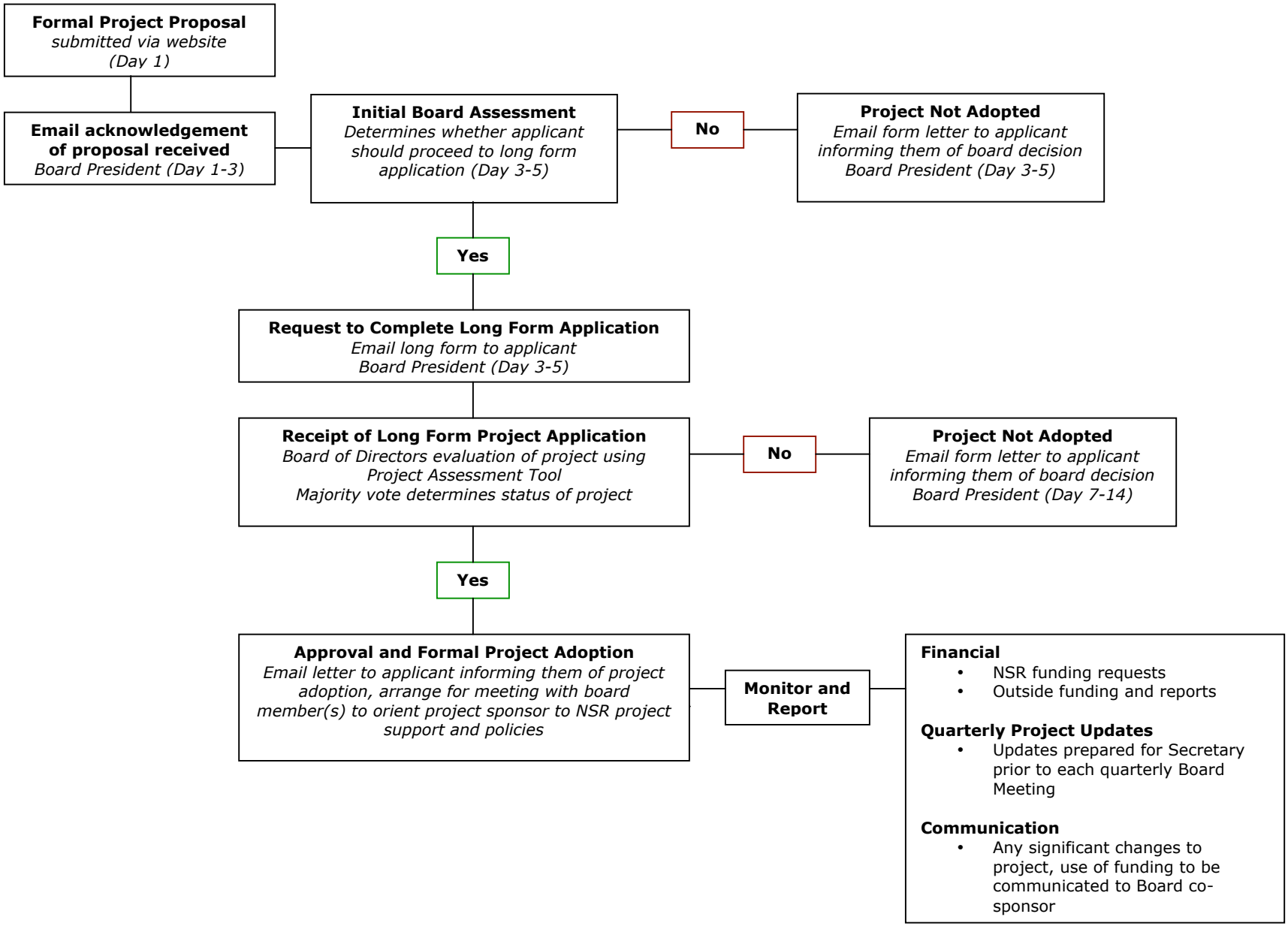New Sun Rising Project Lifecycle