

### Media Report on EU Summit Coverage

Following the *No Child Left Behind* conference, BBC Radio 4 Today programme ran a detailed segment, highlighting key issues and Lumos key messages from the conference, and including soundbites from George and two Lumos Self Advocates. This led into a five-minute interview with J.K. Rowling in which she spoke about the harm done to children by orphanage voluntourism. The segment aired to an audience of **1.3m** and later ran on BBC World Service Newshour to a global audience of **1m**.

In addition, our press release was filed by Press Association and ran on **197** online news outlets throughout the day to a combined potential audience reach of **1.4 billion**. For example- <http://www.dailymail.co.uk/wires/pa/article-5850995/JK-Rowling-calls-alternative-children-s-orphanages.html>

Other notable coverage includes a Sunday Telegraph article, which ran in print and online, focusing on orphanage voluntourism with additional quotes from George- <https://www.telegraph.co.uk/news/2018/06/16/gap-year-voluntourism-funds-exploitative-orphanage-schemes-says/>

### Print and Online coverage Only

Please note our current database does not monitor broadcast so not included in the following analytics.

| Month | Number of news articles |
|-------|-------------------------|
| Jun   | 197                     |
|       | <b>197</b>              |

### AVE

| Month      | Ad equivalency     |
|------------|--------------------|
| 2018 - Jun | £109,686.67        |
|            | <b>£109,686.67</b> |

£125,000.00

£100,000.00

£75,000.00

£50,000.00

£25,000.00

£0.00



2018 - Jun

## Monthly Visits

| Date       | Monthly Visits       |
|------------|----------------------|
| 2018 - Jun | 1,454,776,950        |
|            | <b>1,454,776,950</b> |

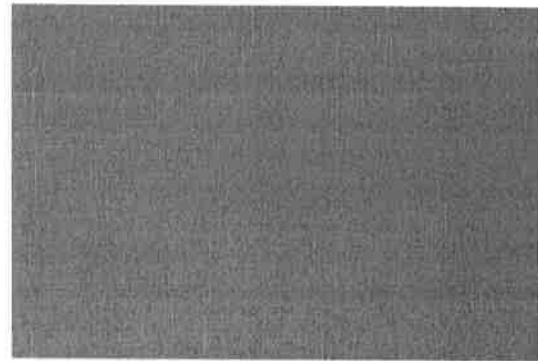
2,000,000,000

1,500,000,000

1,000,000,000

500,000,000

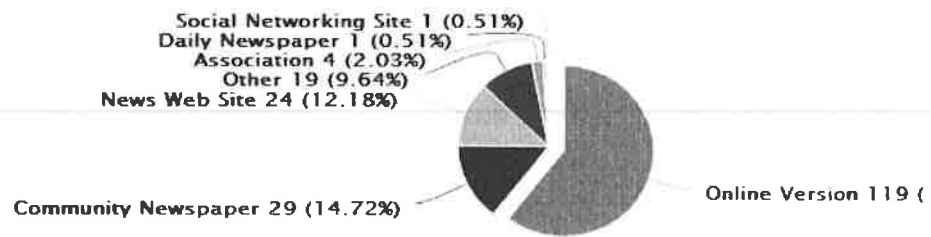
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2018 - Jun

## Media Type

| Media type             | Number of News Articles |
|------------------------|-------------------------|
| Association            | 4                       |
| Community Newspaper    | 29                      |
| Daily Newspaper        | 1                       |
| News Web Site          | 24                      |
| Online Version         | 119                     |
| Other                  | 19                      |
| Social Networking Site | 1                       |
|                        | <b>197</b>              |



| Date       | Source | Outlet  | Headline  |
|------------|--------|---|---|
| 16/06/2018 | Online | Yahoo! UK and Ireland   | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Evening Express (Online)  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | The Express & Star (Online)   | PA Headline   |
| 16/06/2018 | Online | 4-traders   | EUROPEAN COMMISSION DIRECTORATE GENERAL FOR INTE : Union prioritises quality care for children in its external action |
| 16/06/2018 | Online | 4-traders   | EUROPEAN COMMISSION DIRECTORATE GENERAL FOR INTE : Union prioritises quality care for children in its external action |
| 16/06/2018 | Online | MailOnline  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | ITV (Online)  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Belfast Telegraph (Online)  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | This is Money   | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | MailOnline  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | thetele.co.uk   | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | TV3 Ireland   | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | CotswoldJournal   | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Salisbury Journal (Online)  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Ealing Times  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Milford & West Wales Mercury  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Wandsworth Guardian (Online)  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Epsom Guardian (Online)   | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | St Helens Star (Online)   | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Enfield Independent (Online)  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Brentwood Live  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Clacton Gazette (Online)  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Malvern Gazette (Online)  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Lancashire Telegraph (Online)   | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Weekly News   | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Hendon & Finchley; Barnet & Potters Bar; Edgware & Mill Hill TIMES (Online) | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Sutton Guardian (Online)  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Bromsgrove Advertiser   | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Basildon Standard (Online)  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Central Fife Times & Advertiser (Online)                                    | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Croydon Guardian (Online)   | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Penarth Times (Online)  | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Chorley Citizen   | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | The Oldham Times (Online)   | JK Rowling calls for alternative to children's orphanages   |

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|------------|--------|---|--|
| 16/06/2018 | Online | Smallholder (Online)                        | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Richmond and Twickenham Times               | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Surrey Comet (Online)                       | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Chard & Ilminster News (Online)             | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | The Standard (Online)                       | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | THIS IS LOCAL LONDON                        | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Hillingdon & Uxbridge Times                 | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | The Oxford Times                            | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Bridgwater Mercury (Online)                 | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Stroud News & Journal (Online)              | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Wharfedale & Aireborough Observer           | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Thurrock Gazette (Online)                   | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Darlington & Stockton Times (Online)        | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Chelmsford Weekly News (Online)             | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | County Times                                | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | GazetteHerald.co.uk                         | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | The Argus (Online)                          | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Dorset Living (Online)                      | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Romsey Advertiser                           | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Harrow Times (Online)                       | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | St. Albans & Harpenden Review (Online)      | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | AOL   | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Tottenham & Wood Green Independent          | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Isle of Wight County Press (Online)         | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | The Lancaster and Morecambe Citizen         | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Messenger                                   | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Droitwich Spa Advertiser (Online)           | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Ilkley Gazette (Online)                     | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Hereford Times                              | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Lancashire Telegraph (Online)               | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | LUDLOW & TENBURY WELLS Advertiser           | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | The Leader (Online)                         | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Independent.ie                              | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Craven Herald and Pioneer                   | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Wirral Globe (Online)                       | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | BT  | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Stourbridge News                            | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Breaking News.ie                            | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Irish Examiner (Online)                     | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | AOL   | UK JK Rowling calls for alternative to children's orphanages |
| 16/06/2018 | Online | Jersey Evening Post (Online)                | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Wilts and Gloucestershire Standard (Online) | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Gazette & Herald                            | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | The Irish News (Online)                     | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | News & Star                                 | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Somerset County Gazette                     | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Banbury Cake (Online)                       | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | The West Australian                         | Rowling wants orphanage alternative                          |
| 16/06/2018 | Online | Halstead Gazette                            | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Your Local Guardian                         | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | The Northern Echo (Online)                  | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | NewStage.com.ng                             | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Evesham Journal (Online)                    | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | The Press (Online)                          | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Murray Valley Standard                      | Rowling wants orphanage alternative                          |
| 16/06/2018 | Online | Herald Series                               | JK Rowling calls for alternative to children's orphanages    |
| 16/06/2018 | Online | Runcorn & Widnes World                      | JK Rowling calls for alternative to children's orphanages    |

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|------------|--------|---|--|
| 16/06/2018 | Online | Barry & District News (Online)          | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | DorsetECHO                              | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Lithgow Mercury                         | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Tewkesbury Admag                        | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | The Shuttle                             | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Hawkesbury Gazette                      | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Knutsford Guardian                      | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Braintree & Witham Times (Online)       | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Western Telegraph (Online)              | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Surrey Comet (Online)                   | 1  |
| 16/06/2018 | Online | Chelmsford Weekly News (Online)         | JK Rowling calls for alternative to children's orphanages 1                                      |
| 16/06/2018 | Online | The Northern Daily Leader               | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Middlewich Guardian (Online)            | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Bega District News                      | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Eastern Riverina Chronicle              | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Mandurah Mail                           | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Stawell Times News                      | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Yeovil Express                          | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | DAILY ECHO                              | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | St Marys Star                           | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Echo                                    | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Basingstoke Gazette (Online)            | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | The North West Star                     | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | South Coast Register                    | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Blue Mountains Gazette Online           | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Dudley News (Online)                    | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Daily Gazette (Online)                  | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Wiltshire Times                         | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | The Warrnambool Standard                | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Redditch & Alcester Advertiser          | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Borehamwood & Elstree Times (Online)    | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Watford Observer (Online)               | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Redhill & Reigate Life                  | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | The Manning River Times                 | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | BLACKTOWN SUN                           | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Surrey Comet (Online)                   | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Albury Border Mail                      | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Northwest Tasmania Advocate             | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | The St George & Sutherland Shire Leader | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | The Camden-Narellan Advertiser          | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Witney Gazette (Online)                 | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | South Wales Argus (Online)              | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Bucks Free Press (Online)               | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | The Illawarra Mercury                   | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Wilmslow Guardian (Online)              | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Keighley News                           | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Independent.ie                          | 'Children are being severely harmed' - JK Rowling calls for alternative to children's orphanages |
| 16/06/2018 | Online | Port Lincoln Times                      | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | The Liverpool City Champion Online      | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | News Shopper (Online)                   | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Port Macquarie News                     | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | The Armidale Express                    | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Press and Journal (Aberdeen) - Online   | JK Rowling calls for alternative to children's orphanages  |
| 16/06/2018 | Online | Macarthur Advertiser                    | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Victor Harbor Times                     | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Bunbury Mail                            | Rowling wants orphanage alternative  |
| 16/06/2018 | Online | Central Western Daily                   | Rowling wants orphanage alternative  |

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|------------|--------|-------------------------------|---|
| 16/06/2018 | Online | Southend Standard             | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | The Ararat Advertiser         | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | Hills News Online             | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | Wimmera Mail Times            | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | The Bendigo Advertiser Online | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | The Daily Liberal             | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | Southern Highland News Online | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | The Wollondilly Advertiser    | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | The Ballarat Courier          | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | Parramatta Sun                | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | STV                           | JK Rowling calls for alternative to children's orphanages   |
| 16/06/2018 | Online | Tasmanian Examiner            | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | Maitland Mercury              | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | Fairfield Champion            | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | Goulburn Post                 | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | The Western Advocate Online   | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | HUFFPOST UK                   | JK Rowling Calls For An End To Orphanages, Saying Children All Over The World Are Being "Severely Harmed" |
| 16/06/2018 | Online | HUFFPOST UK                   | JK Rowling Calls For An End To Orphanages   |
| 16/06/2018 | Online | Yahoo! UK and Ireland         | JK Rowling Calls For An End To Orphanages   |
| 16/06/2018 | Online | Fairfield Champion            | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | Redland City Bulletin         | Rowling wants orphanage alternative   |
| 16/06/2018 | Online | Shropshire Star (Online)      | Campaigners condemn sale of Hastings Pier to tycoon   |
| 16/06/2018 | Online | HUFFPOST UK                   | JK Rowling Calls For An End To Orphanages, Saying Children All Over The World Are Being "Severely Harmed" |
| 16/06/2018 | Online | The i News                    | JK Rowling calls for alternative to orphanages: 'children all over the world are being severely harmed'   |
| 16/06/2018 | Online | HuffPost South Africa         | JK Rowling Calls For An End To Orphanages   |
| 16/06/2018 | Online | Shropshire Star (Online)      | Home Office grants licence for epileptic boy's medicinal cannabis oil                                     |
| 16/06/2018 | Online | MSN UK                        | JK Rowling calls for an 'end' to orphanages   |
| 16/06/2018 | Online | Jurnalul National             | J.K. Rowling a cerut societății civile mondiale să găsească o alternativă la orfelinat                    |
| 16/06/2018 | Online | The Thao Van Hoa Online       | JK Rowling kêu gọi đóng cửa tất cả trại trẻ mồ côi trên thế giới  |
| 16/06/2018 | Online | METRO (Online)                | J.K. Rowling calls for end to orphanages to stop 'severe harm' to kids                                    |
| 16/06/2018 | Online | Brief Report                  | J.K. Rowling calls for end to orphanages to stop the 'severe harm' of children                            |
| 16/06/2018 | Online | METRO (Online)                | J.K. Rowling calls for end to orphanages to stop the 'severe harm' of children                            |
| 16/06/2018 | Online | Brief Report                  | J.K. Rowling calls for end to orphanages to stop the 'severe harm' of children                            |
| 16/06/2018 | Online | HUFFPOST UK                   | JK Rowling Calls For An End To Orphanages, Saying Children All Over The World Are Being 'Severely Harmed' |
| 16/06/2018 | Online | HUFFPOST UK                   | JK Rowling Calls For An End To Orphanages, Saying Children All Over The World Are Being 'Severely Harmed' |
| 16/06/2018 | Online | METRO (Online)                | J.K. Rowling calls for end to orphanages to stop the 'severe harm' of children                            |
| 16/06/2018 | Online | The Telegraph (Online)        | Gap year 'voluntourism' funds exploitative orphanage schemes, says JK Rowling                             |
| 16/06/2018 | Online | The Telegraph (Online)        | Gap year 'voluntourism' funds exploitative orphanage schemes, says JK Rowling                             |
| 16/06/2018 | Online | Yahoo! UK and Ireland         | Gap year voluntourism funds exploitative orphanage schemes, says JK Rowling                               |
| 16/06/2018 | Online | Yahoo! UK and Ireland         | Gap year voluntourism funds exploitative orphanage schemes, says JK Rowling                               |
| 16/06/2018 | Online | Her                           | J.K. Rowling calls for end to orphanages  |
| 16/06/2018 | Online | MSN UK                        | JK Rowling calls for an 'end' to orphanages   |
| 16/06/2018 | Online | scotsman.com                  | JK Rowling calls for alternative to orphanages: 'children all over the world are being severely harmed'   |
| 17/06/2018 | Online | HuffPost India                | JK Rowling Calls For An End To Orphanages   |