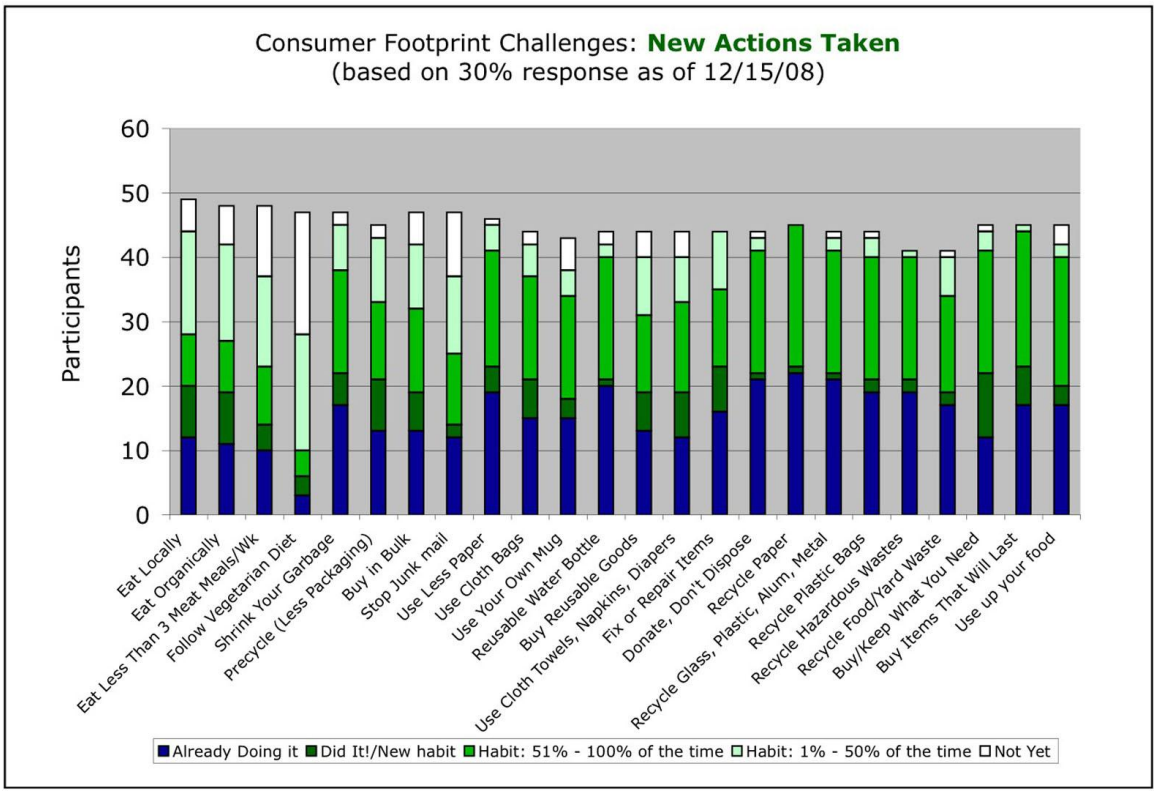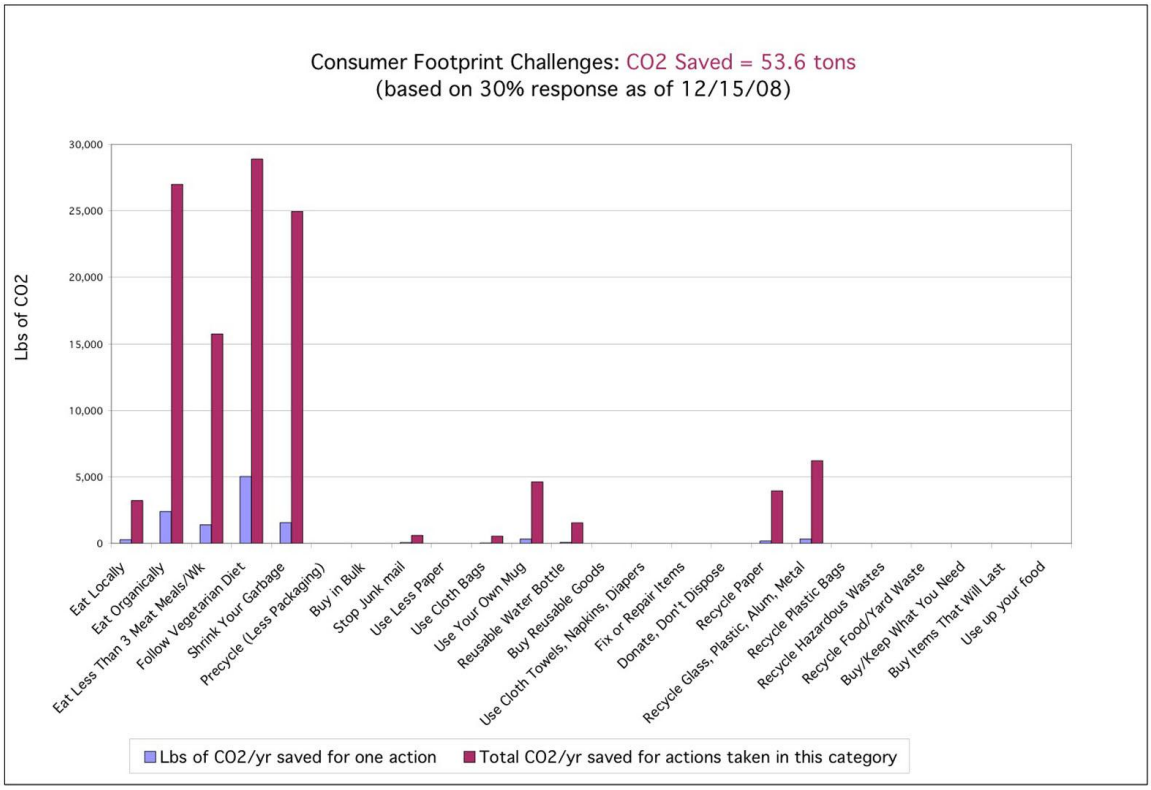November Challenge: Reduce Your Consumer Footprint