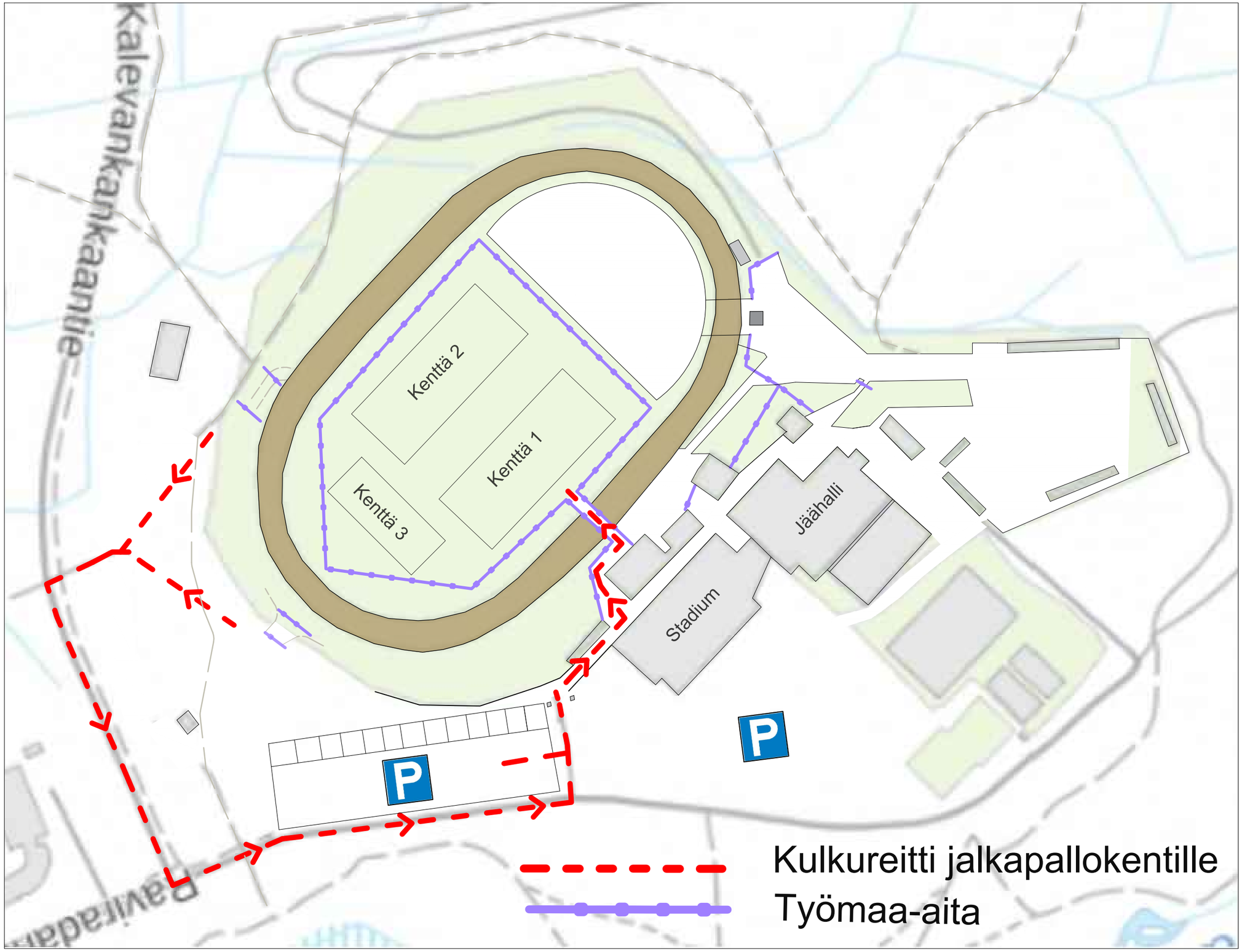Opasreitti jalkapallokentille