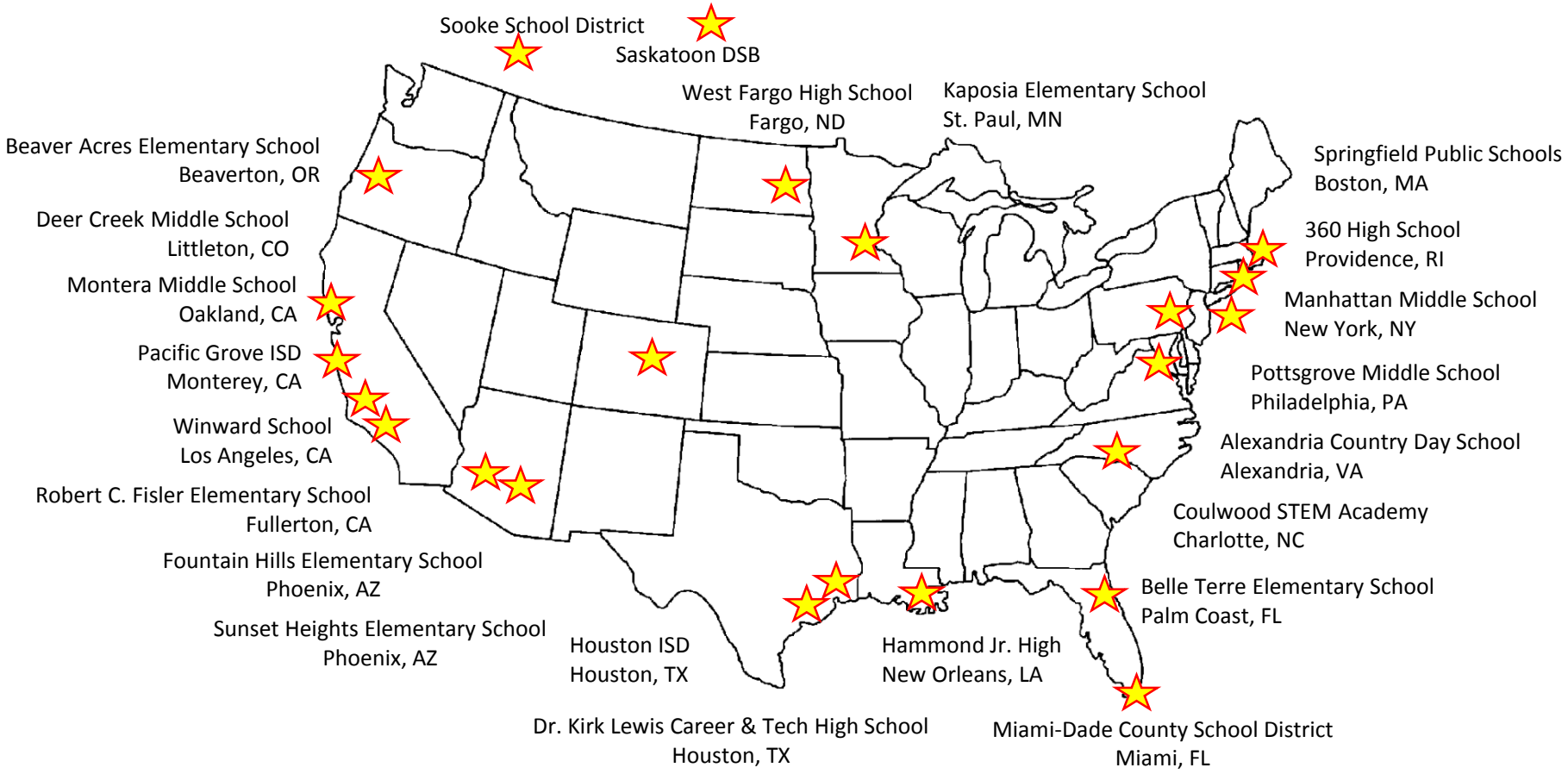LearnFit Ambassadors & Reference Points