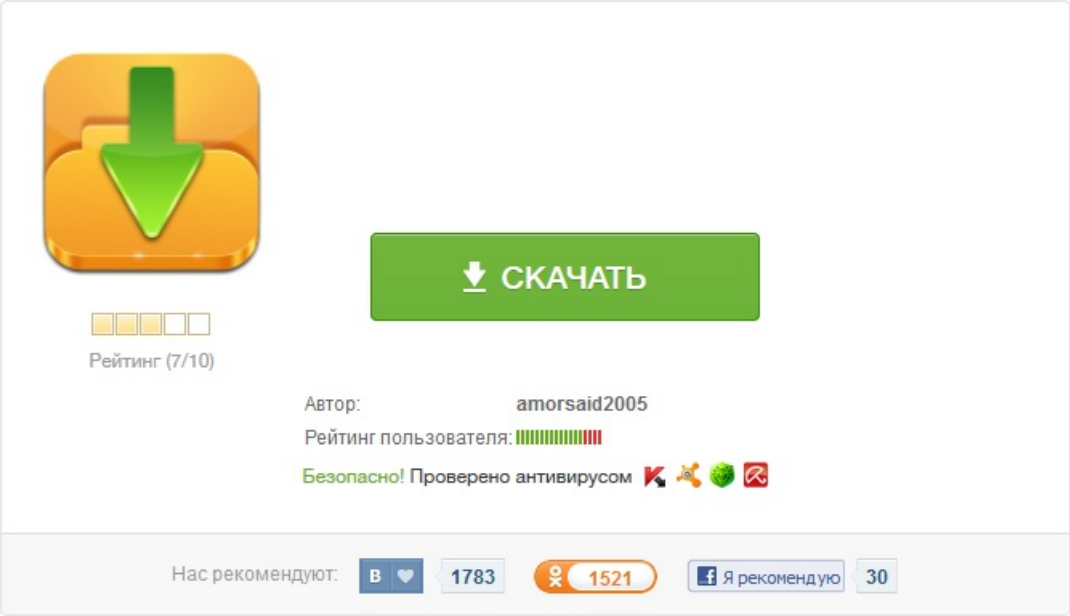бланки писем от деда мороза 2017