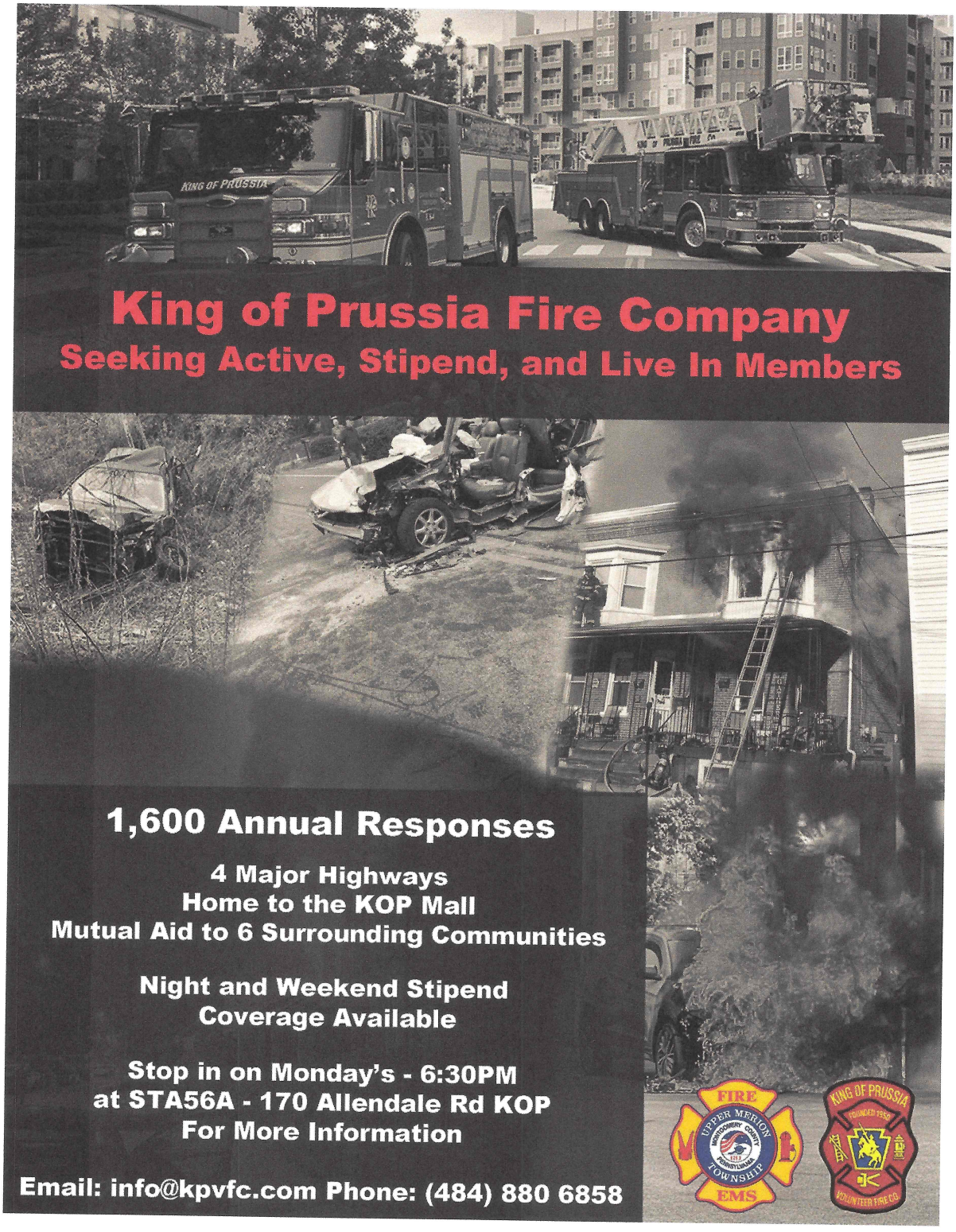King of Prussia Fire Co. Social Media and Poster Recruitment visual