



Kuaishou "Join Hands" Warm Season Public Welfare Action Launched to Help the Elderly and Young Warmly Spend the Winter

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Public Welfare Revitalization Network : [Kuaishou "Join Hands" Warm Season Public Welfare Action Launched to Help the Elderly and Young Warmly Spend the Winter](#)

In the early winter on November 7th, Kuaishou's "Join Hands" warm season public welfare action was simultaneously launched at the central nursing home in Foping County, Shaanxi Province, and a rural school in Shanxi Province. This warm season public welfare action was jointly initiated by Kuaishou Public Welfare, Kuaishou E-commerce, and One Foundation, inviting personal care product and clothing home brand enterprises and many caring anchors to participate. It donated over 400,000 yuan worth of down jackets, quilts, warm packages, personal care products, and other necessary winter supplies to 10 nursing homes and 4 rural primary schools in 7 provinces and cities across the country. Kuaishou's "Join Hands" public welfare project adheres to the original intention of caring for the elderly and young groups and conveying love. This warm season public welfare action gathers public welfare resources and forces inside and outside the Kuaishou platform, helping brand merchants and anchor talents better achieve their public welfare needs. By exploring new models of public welfare in the digital age, it more accurately helps groups and individuals in need, making technology more warm and kind.