



Kuaishou "Join Hands" Warm Season Public Welfare Action Held to Escort the Healthy Growth of Rural Youth and Children

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On November 13th, Kuaishou's "Join Hands" warm season public welfare action was held at Miaozixiao School in Qingzhou City, Shandong Province. This warm season public welfare action, Kuaishou, in conjunction with well-known down clothing brands and local enterprises in Qingzhou, such as Tanboer, donated hundreds of high-quality down jackets, cotton shoes, gloves, and other winter supplies to 4 rural primary schools in Shandong and Shanxi, helping students in remote areas to resist the cold and warmly spend the winter. The Kuaishou "Join Hands" public welfare action is jointly initiated by Kuaishou Public Welfare and Kuaishou E-commerce, One Foundation, adhering to the original intention of caring for the elderly and young groups and conveying love. It 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.