



## **A-Listers and Agri-Creators Team Up as Kuaishou’s “Harvest Games” Spotlight China’s Bumper Rural Scene**

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China Daily: [A-Listers and Agri-Creators Team Up as Kuaishou’s “Harvest Games” Spotlight China’s Bumper Rural Scene](#)

On Oct 18, 2025, Kuaishou San Nong lit the fuse on the “Harvest Games: Peak-Harvest Arena,” a high-energy showdown that drafted Countryside Love icons Zhao Haiyan (“Yongqiang’s Mom”) and Liu Xiaoguang (“Zhao Si”) to captain celebrity squads in a playful battle of farm skills. More than a carnival, the event re-imagined China’s “agriculture-rural-farmers” theme, bringing the fictional buzz of Ivory Mountain to life as beloved actors teamed up with masterful rural creators to spotlight village life, cultural heritage and economic vitality. The livestream racked up 38 million views and peaked at 194 k concurrent viewers.