



Kuaishou Launches “Laotiao Knowledge Winter Warm-Up” to Help Silver-Haired Users Live Life to the Full

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China Daily: [Kuaishou Launches “Laotiao Knowledge Winter Warm-Up” to Help Silver-Haired Users Live Life to the Full](#)

To mark the Double-Ninth Festival, Kuaishou’s “Laotiao Knowledge Winter Warm-Up” will run from 29 October to 20 December under the slogan “Learn something new, find old friends.” Two themed zones—“Senior Laotiao Squad” and “Laotiao Showtime”—deliver diverse content and interactive games that let seniors keep learning and keep laughing. According to the 2025 Kuaishou General-Knowledge Data Report, the platform now hosts 355,000 general-knowledge creators aged 50-plus. From “Summer Charge-Up” to “Winter Warm-Up,” Kuaishou keeps innovating its knowledge-service model—regional operations, scenario-based storytelling and fun interactions—to send knowledge beyond age and geography.