



## **Police and Influencers Join Forces to "Blast" Scams! Kuaishou's Spring Festival Anti-Fraud Campaign in Full Swing**

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China National Radio (CNR): [Police and Influencers Join Forces to "Blast" Scams! Kuaishou's Spring Festival Anti-Fraud Campaign in Full Swing.](#)

The winter holiday and Spring Festival period is a time for people to enjoy pleasant vacations, but it is also a high-incidence period for various types for traffic-diversion fraud schemes. On February 10, under the guidance of the Beijing Municipal Cyberspace Administration, Kuaishou joined forces with local public security bureaus, celebrities, and quality content creators to launch the Spring Festival anti-fraud campaign themed "Embarking on a New Journey with Anti-Fraud". Through diverse online and offline activities, the campaign continuously promotes anti-fraud awareness, enhancing users' ability to recognize and prevent fraudulent schemes.