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On October 11, the first stop of the "Village ROX" Harvest Challenge, co-launched by Kuaishou and rural creator "Cunhua Lao Zhaopozi," took place in Chengdu. Part of the "Happy Countryside Harvest Season," the event builds on the "Village Stage" format, which invites villagers to join obstacle challenges, competitions and talent activities. It incorporated farm work such as carrying, lifting, pushing and transporting, together with local agricultural products, into fitness challenges in an urban public space. Residents and visitors could experience harvest activities and learn about regional produce, while event guests also called for food conservation and avoiding food waste.