



The first live stream of China Social Welfare Foundation's "Heart-warming Program - Qingyi Nongnong" Agricultural Assistance Project ("暖心計劃-情益濃農") successfully concludes

2022.01.10

China Economic Times

"Heart-warming Program - Qingyi Nongnong" Agricultural Assistance Project ("暖心計劃-情益濃農"助農公益項目), which features the actress, Yang Zi, as its charity ambassador, was launched and promoted by the media counterparts, namely NTV (<https://www.ntv.cn>) of the China Agriculture Film and Television Center and Rural Revitalization TV (鄉村振興TV). Up to now, the Weibo topic # Qingyi Nongnong Heart-warming Program # has recorded over 53.975 million views. Closely cooperating with "Kuaishou Village" (快手鄉村), the project has launched its live stream through the Kuaishou platform with the technical and traffic support from Kuaishou Charity.