



The Story of the Chinese | "Salute to Your Perseverance and Hard Work" Charity Advocacy Campaign ("致敬自强拼搏的你"公益倡導活動) launched

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China Youth Network

"Salute to Your Perseverance and Hard Work" Charity Advocacy Campaign ("致敬自强拼搏的你"公益倡導活動) was jointly launched by China Youth Network (中國青年網) of China Youth Daily, China Commission of Promotion of Publicity for the Undertakings of Chinese Disabled Persons and Kuaishou Charity. Based on Kuaishou's micro-topic, #The Story of the Chinese##Admiring Your Self-improvement#, the campaign invited Kuaishou users with short video savvy and young college students to tell heartwarming stories about helping the disabled and spread the concept of supporting the disabled with technological measures through short videos, topic discussion and interactive forwarding in an effort to support the Winter Paralympic athletes.