



Kuaishou explores a new model of village revitalization with the debut of its first village revitalization variety show, “Beautiful Villages”

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China Youth Network : [Kuaishou explores a new model of village revitalization with the debut of its first village revitalization variety show, “Beautiful Villages”](#)

On August 10, “Beautiful Villages”, the first village revitalization variety show, premiered on the Kuaishou platform. Wang Lixin, Lu Hu, Zhang Yuan, Wang Zhengliang, Ren Ziwei, Yao Zheng and Jin Boyang served as “Beautiful Village Discovery Officers”, heading to six distinct villages located in Yongshun County and Huayuan County in Hunan Province, Jinping County and Malipo County in Yunnan Province, and Leishan County and Pu’an County in Guizhou Province. The program aims to promote the unique products of these rural areas, highlight the villages as renowned destinations, and showcase the local customs as innovative elements, ingeniously integrating rural revitalization with a variety of show content to render a new picture of the beautiful villages.