



“Village BA” brings basketball events into the spotlight

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Customer APP of Guangming Daily : [“Village BA” brings basketball events into the spotlight](#)

“Kuaishou Village BA” has been a sensation throughout the year, as proven by the passionate cheering at the Guizhou event in spring and summer; the wild hollering at the Ningxia event during mid-summer and autumn; and the fiery excitement of the Guangdong event in winter, which officially concluded the game at the end of the year. Leveraging local sports events as the backdrop, incorporating traditional local elements, and fueled by the community’s sports enthusiasm, events like “Village BA” are creating a simple and vibrant sports and cultural lifestyle that contributes to rural revitalization.