



“Tales of Agriculture, Rural Areas and Farmers” celebrates the Spring Festival with the underprivileged in Xuchang, Henan: Seniors light up nursing home with “Subject Three” dance at Spring Festival Gala

2024.02.11

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Recently, an innovative Spring Festival e-sports gala titled “An Exhilarating New Year Celebration at the Nursing Home” was held in collaboration between Kuaishou and the hosts of CCTV’s “Tales of Agriculture, Rural Areas and Farmers”. The event, live-streamed on Kuaishou via the accounts @CCTV’s “Tales of Agriculture, Rural Areas and Farmers” and @CCTV.com, showcased seniors engaging in a wide range of invigorating performances, including catwalks, disco dances, rap battles, e-sports competitions, and voice acting. These performances not only added to the festive spirit of the Year of the Dragon but also delivered a compelling message against age stereotypes, encouraging the pursuit of one’s passions.