



Kuaishou New Knowledge launches “Laotie Knowledge Encyclopedia” campaign to unveil life’s answers with down-to-earth wisdom

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China National Radio : [Kuaishou New Knowledge launches “Laotie Knowledge Encyclopedia” campaign to unveil life’s answers with down-to-earth wisdom](#)

In honor of World Book Day on April 23, Kuaishou New Knowledge is launching the “Laotie Knowledge Encyclopedia” special campaign, a month-long initiative running from April 23 to May 31. This campaign aims to curate an integrated collection of high-quality knowledge content, presented in the form of live broadcasts and short videos, to serve as a unique “encyclopedia” for Kuaishou users. Renowned experts from various fields, alongside Kuaishou creators from all walks of life, will bring their expertise in finance, science, relationships, art, education, and more, to join Kuaishou users in “reading” the world around them and exploring life’s wisdom.