



## **“Village BA” goes viral: Fostering a strong sports culture opens new pathways for rural revitalization**

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People's Daily Online : [“Village BA” goes viral: Fostering a strong sports culture opens new pathways for rural revitalization](#)

Amidst enthusiastic applause, the finale of the “Kuaishou Village BA” in Guangdong came to a close. At the award ceremony that followed, Cantonese delicacies such as Chinese sausages and roast goose were served, and the champion, the Dalang Shixia basketball team, shared the “grand prize” of roasted suckling pig with the audience. Since 2023, the popularization of mass sports competitions, such as “Village Super League” and “Village BA”, has helped make sports a lifestyle for more people, with the concept of “sports equals health” gradually becoming ingrained in the public consciousness.