



Spectators surround the field during an elimination game on the final day of the “Village Super (Soccer) League” in Rongjiang county, Guizhou province, on July 29. PHOTOS BY ZHU XINGXIN / CHINA DAILY

# RURAL SPORTS REEL IN FANS



Children wearing traditional costumes of ethnic groups cheer during a “Village Super” game on July 28.



From left: Liu Yanhan (left), a former member of the National Women’s Volleyball Team, plays with several children using a stool as she warms up for a “Village Volleyball Association” game in Wenchang city, Hainan province, on July 21. A villager sells soccer balls outside the stadium before the “Village Super” final on July 29. Tourists play a basketball game in Taipan village in Taijiang county on July 23.



From left: An aerial photo shows villagers playing a beach volleyball game in Lantian village, Wenchang, Hainan on July 20. Spectators pack a stadium to watch the final of the “Village Basketball Association” staged in Taipan village, Taijiang, on July 30.

By ZHU XINGXIN, YANG JUN and WU YUCHEN in Guiyang

Soccer, basketball and volleyball are the three major sports in China and are even popular in the country’s rural areas. This year, after the successful staging of the “Village Basketball Association”, known in Chinese as Cun BA, in Guizhou province, the “Village Super (Soccer) League”, known in Chinese as *cun chao*, became a sensational event, attracting audiences from both home and abroad to the southwestern province. The soccer league, known as the “Village Super”, consists of 20 teams from various villages and ethnic groups in Rongjiang county, Guizhou. The players are amateurs from all walks of life, including farmers, students, businessmen, police officers and drivers age 15 to 50. On the evening of July 29, the final of the Village Super drew thousands of people to a fully-packed stadium. Since its launch on May 13, the league has attracted over 3.38 million fans. The charm of rural sports events

lies not only in the fierce competition on the field but also in the integration of various offerings and activities, including the chance to try local foods, socialize with residents and learn about ethnic folk culture. Last year in Taipan village in Guizhou’s Taijiang county, which is more than 160 kilometers away from the Village Super venue, the Village Basketball Association became a sensation after its debut at the Miao ethnic group’s June 6 New Year Festival. In addition, the “Village Volleyball Association”, known as “Village Volleyball”, known in Chinese as Cun VA, in Hainan province, has also gained popularity on the internet. With the continuous promotion of the rural vitalization strategy, rural sports are expected to have greater development opportunities.

Contact the writers at [zhuxingxin@chinadaily.com.cn](mailto:zhuxingxin@chinadaily.com.cn)



Watch the video by scanning the code



Members of the team that won the “Village Basketball Association” championship pose with their prize, a roasted piglet, in Taipan village, Taijiang county, Guizhou, on July 31.

