

## 推廣 Promotions

體院一直致力與傳媒、持份者和社區夥伴緊密合作，透過舉辦和支持不同活動，推廣香港精英運動員，讓社會大眾對他們的訓練和成就有更深認識，並藉此培育市民對競賽運動的興趣。形形色色的傳媒和社區推廣活動取得了顯著成效。

年度內，體院發放了31份新聞稿和邀請，同時安排了116次傳媒採訪，並剪存了4,495份有關運動員及體院的新聞報導。另外，又為香港羽毛球隊、單車隊和欖球隊舉辦了六次「會見傳媒」活動，向公眾介紹運動員在國際比賽取得的佳績、與海外隊伍的交流活動，以及新訓練設施的啟用情況等。

為加強市民對體院工作和精英運動員訓練的認識和支持，體院亦協助電視節目及體育推廣宣傳片的製作，包括電視廣播有限公司（TVB）拍攝的《時事

The HKSI continued to work closely with the media, stakeholders and its community partners by organising and supporting various activities and events to promote Hong Kong's elite athletes, both to raise awareness among the public of their training and accomplishments, and to develop greater interest in competitive sports among the general population. This was accomplished through a wide range of media and community-related activities.

In 2013/14, the HKSI issued 31 media releases and invitations, arranged 116 interviews, recorded 4,495 newspaper articles on Hong Kong's elite athletes, and arranged six "Meet the Media" sessions for the Hong Kong badminton, cycling and rugby teams, focusing on various athletes' achievements in overseas competitions, as well as exchange programmes and a new facility opening.

To raise awareness and generate enthusiasm and support for the HKSI's work and elite athletes' training, the HKSI provided assistance for television and video promotions, including the "Closer Look" programme of Television



體院為不同體育項目舉辦「會見傳媒」活動，向公眾推廣運動員的成就及本地精英體育的最新發展。

"Meet the Media" sessions were arranged for different sports to raise public awareness of athletes' achievements and elite sports development in Hong Kong.



多面睇》，又安排18名來自田徑、桌球、羽毛球、空手道、乒乓球及三項鐵人的運動員與TVB藝員進行足球友誼賽，在2014世界盃的宣傳節目《玩轉世界盃》播放。此外，體院向政府新聞處提供協助，開放多個訓練場地予以拍攝，推廣香港精英運動員。

為進一步提升運動員在社會上的地位和知名度，體院成功安排了16名運動員出席26個機構舉行的分享會、座談會及宣傳活動，擔任嘉賓。

體院亦與其他機構緊密聯繫，協助其舉辦或推廣不同的體育賽事，包括香港保齡球總會在二零一三年九月於體院新建保齡球中心舉行的第十七屆亞洲青少年保齡球錦標賽，以及香港殘疾人奧委會暨傷殘人士體育協會於二零一三年十二月舉行的IWAS 輪椅劍擊格蘭披治賽記者招待會等。

此外，體院與精英運動員大力支持香港精英運動員協會主辦的活動，包括「動感香港」計劃，以及一年一度的「愛心送暖行動」，讓精英運動員身體力行參與義工活動，預備贈送給長者的福袋和前往全港各區探訪獨居長者，獻上愛心與關懷。



體院全力支持「愛心送暖行動 2013」，多名精英運動員更身體力行，前往全港各區探訪獨居長者，獻上愛心與關懷。

The HKSI supported the "Together We Care" event, in which elite athletes visited elderly singletons in various districts around Hong Kong to show their love and care.



Broadcasts Limited (TVB), and organised a friendly football match between TVB artistes and 18 athletes from athletics, billiard sports, badminton, karatedo, table tennis and triathlon, as part of the "Fun World" programme promoting Soccer World Cup 2014. In addition, the HKSI facilitated video shooting by the Information Services Department at various training venues to promote Hong Kong's elite athletes.

To enhance athletes' social status and exposure in the community, the HKSI successfully lined up 16 athletes as guests of various sharing sessions, seminars and promotional activities for 26 organisations.

We also assisted other organisations holding or promoting sporting events. For example, in September 2013, the Hong Kong Tenpin Bowling Congress staged the 17<sup>th</sup> Asian Youth Tenpin Bowling Championships at the HKSI's new Tenpin Bowling Centre, and in December 2013, the HKSI helped set up a press conference for the IWAS Wheelchair Fencing Grand Prix, organised by the Hong Kong Paralympic Committee & Sports Association for the Physically Disabled.

Together with many elite athletes, the HKSI supported a number of activities organised by Hong Kong Elite Athletes Association, including the Active HK Campaign and the annual "Together We Care" event, in which elite athletes took part in volunteer activities, including preparing goody bags for distribution to the elderly and visiting them in various districts around Hong Kong.

精英運動員與電視藝員進行足球友誼賽，為世界盃宣傳節目進行拍攝工作。  
Athletes from different sports competed with TV artistes in a friendly football match as part of a programme to promote the Soccer World Cup.