

會面」活動，讓公眾進一步了解體院如何為本地頂尖的健全及殘障運動員提供優質的科研及醫療支援服務。

年度內，體院繼續與家庭學習協會的月刊《迪士尼智趣號》合作。這項合作計劃不但向公眾及青少年推廣精英體育與精英運動員，更提供了一個有效的渠道，展示運動員積極的人生態度，以及面對挑戰和克服困難的能力。合作計劃於二零零八年七月圓滿結束，共訪問了24位精英及青少年運動員。

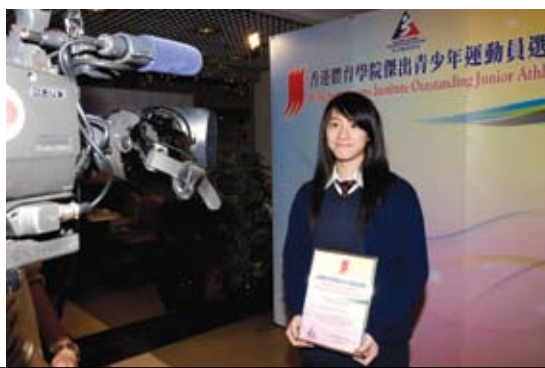
與此同時，體院與香港電台Teen Power攜手製作的二零零八/零九年電腦月曆壁紙繼續廣受歡迎。這款月曆介紹了來自11個精英體育項目及兩個殘障人士體育項目的運動員及Teen Power的Web-Js，透過精英運動員的正面形象來啟發青少年。各款月曆於二零零八年二月至二零零九年一月期間按月在網上供公眾下載。體院更將以月曆印製成的一套名片，於二零零九年一月寄予1,600位商界及主要業內人士，以作紀念。



年度內，體院繼續開拓新的推廣機會，如擔任首屆「滙豐博愛單車百萬行」的協辦機構之一。這次活動於二零零九年三月十五日舉行，旨在推動本地單車運動發展。

傳媒關係 Media Awareness

體院在年度內共發放了39份新聞稿及邀請，安排了103次傳媒採訪，並剪存了3,588份有關運動員及體院的新聞報道。



athletes to share their preparations for the Beijing 2008 Olympic Games and provide photo opportunities for

local media. During the same period, a session was also organised with the HKSI's sports science professionals, enabling the public to learn more about the HKSI's role in providing quality scientific and medical support services to top local athletes, both able-bodied and those with disabilities.

During the year, the HKSI continued to collaborate with the Family Learning Association's monthly magazine *Disney – The magazine for wits and fun*. This collaboration not only promoted elite sport and athletes to the general public and the younger generation, but also provided a useful channel for showcasing athletes' positive attitude towards life and their ability to cope with challenges and overcome difficulties. The partnership concluded in July 2008, with 24 elite and junior athletes having been interviewed.

Meanwhile, the popularity of the HKSI's 2008/09 wallpaper calendar, which was a collaborative project with Radio Television Hong Kong's Teen Power, continued to soar. Designed to inspire youngsters with positive image of elite athletes, the calendar featured athletes from 11 Elite Sports and two sports for athletes with disabilities, as well as the Teen Power web-Js. The calendar was available for public download on a monthly basis from February 2008 to January 2009. It was also re-produced in postcard sets and sent as a gift to over 1,600 business sector contacts and major stakeholders in a direct mailing exercise in January 2009.

In a continuing effort to explore new promotional opportunities, the HKSI acted as one of the supporting organisations of the inaugural "HSBC Pok Oi Cycle For Millions" on 15 March 2009, which aims to promote the development of local cycling.



During the year, 39 media releases and invitations were issued and 103 interviews were arranged. A total of 3,588 newspaper clippings on athletes and the HKSI were recorded.