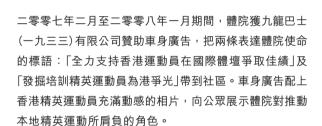
於二零零七年四月至二零零八年中,重點介紹香港20多位 精英及青少年運動員,展現他們積極的人生態度,以及面 對挑戰和克服困難的能力,期望這些介紹能提高公 眾,尤其是青年人,對運動 員與本港體壇的關注。

此外,體院與香港電台 Teen Power合作,於二零 零八年二月展開電腦桌布月 曆2008/09計劃,目的是讓 精英運動員的正面形象啟發 青少年。月曆介紹了11項精 英體育項目及兩項殘障人士體 育項目的運動員以及Teen Power的Web-Js,公眾可每月 從網站下載電腦桌布月曆。



The role of the HKSI was also conveyed to the public through bus body advertisements sponsored by Kowloon Motor Bus Company (1933) Limited from February 2007 to January 2008. Two key messages - namely "Providing full support to Hong Kong athletes striving for the best in the international sporting arena" and "Identifying and nurturing talented athletes to win glory for Hong Kong" - were displayed against a photographic background of Hong Kong's elite athletes in action.

傳媒關係 Media Awareness

年度內,體院共發放 了25份新聞稿及邀 請,安排了118次傳 媒採訪,並剪存了 3,341份有關運動員 和體院的新聞報道。



Twenty-five media releases and invitations were issued and 118 interviews were arranged during the year. A total of 3,341 newspaper clippings on athletes and the HKSI were recorded.