

## 推廣 Promotions

體院與傳媒和體育總會緊密合作，並舉辦和參與不同活動，藉以推廣香港精英運動員，讓社會大眾對他們的訓練和成就有進一步認識，從而培養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顯著的成效。

年度內，體院發放了44份新聞稿及邀請和安排了296次傳媒採訪，並剪存了6,254份有關運動員及體院的新聞報導。

為加強市民認識參加奧運會及殘疾人奧運會的香港運動員，給予他們全力支持，體院協助民政事務局與路訊通製作一系列的電視宣傳片及短片，以及香港電台的電視特輯《體育的風采》。

體院另舉辦了11次「會見傳媒」活動，分享和祝賀運動員的成就及體院的發展。

The HKSI worked closely with the media and National Sports Associations (NSAs), and organised and participated in 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 in the general population. This was accomplished through a wide range of media and community-related activities.

During the reporting period, the HKSI issued 44 media releases and invitations, arranged 296 interviews, and recorded 6,254 newspaper articles on our athletes and the HKSI.

To raise awareness and generate enthusiasm and support for Hong Kong's Olympic and Paralympic athletes, the HKSI provided assistance for the production of a series of promotional television commercials and short videos produced by the Home Affairs Bureau and RoadShow, and the television series "Glamour of Sports" by Radio Television Hong Kong.

In total the HKSI organised 11 "Meet the Media" sessions during the year to share and celebrate athletes' achievements and the HKSI's developments.



精英運動員透過「會見傳媒」活動分享奧運會的備戰情況。  
A number of "Meet the Media" sessions were held to give the media an opportunity to learn about the elite athletes' preparations for the Olympics.



此外，體院亦支持或合辦了多項慈善活動，包括於二零一二年五月由香港特殊奧運會、七個本港執法部門與香港弱智人士體育協會合辦的「2012特殊奧運執法人員火炬慈善跑」，以及由香港精英運動員協會於二零一二年十月至十二月期間主辦的「愛心送暖行動2012」傳媒和義工活動，還有「明日精英大檢閱暨慈善愛心跑2012」，共吸引了超過3,300名人士參加。

The HKSI also supported or coorganised a number of charity events during the year, including the “2012 Law Enforcement Torch Run for Special Olympics”, organised by Hong Kong Special Olympics, seven local disciplinary forces and the Hong Kong Sports Association for the Mentally Handicapped, in May 2012; and the “Together We Care 2012” media and volunteer activities and the “Future Elites Forum & Charity Run 2012”, organised by the Hong Kong Elite Athletes Association, between October and December 2012. The events collectively attracted over 3,300 participants.



體院全力支持香港精英運動員協會主辦的「愛心送暖行動」及「明日精英大檢閱暨慈善愛心跑」。  
The HKSI fully supported the “Together We Care” and the “Future Elites Forum & Charity Run”, organised by the Hong Kong Elite Athletes Association.



「2012特殊奧運執法人員火炬慈善跑」吸引逾2,500人參與，支持智障人士體育運動。  
Over 2,500 people participated in the “2012 Law Enforcement Torch Run for Special Olympics” to support development of sports activities for people with intellectual disabilities.