

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。



二零零七年二月至二零零八年一月期間，體院獲九龍巴士(一九三三)有限公司贊助車身廣告，把兩條表達體院使命的標語：「全力支持香港運動員在國際體壇爭取佳績」及「發掘培訓精英運動員為港爭光」帶到社區。車身廣告配上香港精英運動員充滿動感的相片，向公眾展示體院對推動本地精英運動所肩負的角色。

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.