

## 推廣 Promotions

年度內，體院與持份者和社區夥伴通力合作，推動本地精英體育發展。

由香港精英運動員協會主辦，體院擔任支持機構的「愛心送暖行動2015」於二零一五年十一月十五日舉行，多位精英運動員聯同1,400名義工前往全港各區送贈福袋予獨居長者。

體院亦為香港海事博物館的專題展覽「香港製造：我城·我故事」提供有關體育發展的內容、相片及展品，為期六個月的展覽於二零一五年九月結束，共吸引超過10萬人參觀。

此外，體院由二零一五年十二月起設立全新展覽區，展示香港在國際體壇的傑出成就，當中包括「風之后」李麗珊在一九九六年為香港首奪奧運金牌的滑浪風帆帆板、世界冠軍黃金寶的戰車、精英運動員在大型運動會及世界錦標賽贏取的金牌，以及其他極具紀念價值的展品。

體院亦一直與傳媒緊密合作，年度內發放共36份新聞稿和邀請，同時安排了114次傳媒採訪，並剪存了5,721份相關的新聞報導。

為了讓公眾進一步認識體院為運動員提供的運動科學及教練支援，體院亦協助不同媒體拍攝和製作多個電視節目和報刊專欄，包括電視廣播有限公司的「學是非」、「Y Angle」及新聞專題「運動醫療」；《明報周刊》的「運動科學」系列；以及《明報》的「港將幕後英雄」系列等。

年度內，體院亦為15個機構安排了11名運動員擔任分享會、研討會及宣傳活動的嘉賓。



體院一直與傳媒緊密合作，推廣精英運動員及體院的工作。  
The HKSI collaborates closely with the media to promote elite athletes and its work.

During the year, the HKSI collaborated with various stakeholders and community partners to promote elite sports development in Hong Kong.

The HKSI was the supporting organisation for “Together We Care 2015”, organised by the Hong Kong Elite Athletes Association on 15 November 2015. Many elite athletes joined 1,400 volunteers in distributing gifts to elderly people in various districts in Hong Kong.

The HKSI also contributed sports-related content, photos and exhibits to the Hong Kong Maritime Museum’s “Made in Hong Kong: Our City, Our Stories” exhibition, which attracted over 100,000 visitors during its six-month exhibition period ending in September 2015.

A new exhibition of memorabilia was launched at the HKSI starting from December 2015 showcasing some of Hong Kong’s highest international sporting achievements, including windsurfer Lee Lai-shan’s sailboard from her 1996 Olympic gold medal winning campaign, the bicycle of world champion Wong Kam-po, gold medals won by Hong Kong athletes in Major Games and world championships, and other commemorative items.

Throughout the year, the HKSI continued to work closely with the media, issuing 36 media releases and invitations, arranging 114 interviews, and clipping 5,721 relevant newspaper articles.

To arouse public awareness of the HKSI’s sport science and coaching support to athletes, we also assisted in the filming of the “Sidewalk Scientist” and “Y Angle”, as well as sports science segments of news programmes of Television Broadcasts Limited; and the production of feature columns in Ming Pao Weekly and the “Behind the Scene Heroes” series in Ming Pao Daily News.

A total of 11 athletes were lined up as guests for sharing sessions, seminars and promotional activities for 15 organisations.



新設的展覽區展示香港的國際體壇成就，珍貴展品包括李麗珊的帆板及黃金寶的單車等，極具紀念價值。

The new exhibition showcases Hong Kong’s international sports achievements. Highlights include a Lee Lai-shan sailboard and a Wong Kam-po bicycle.