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TCS TORONTO WATERFRONT MARATHON CELEBRATES OFFICIAL KICK OFF OF 2023 RACE WEEKEND

Canada Running Series and Tata Consultancy Services Joined by Elite Athletes to Open Running, Health and Fitness Expo Ahead of Marathon

TORONTO, ON (October 13, 2023) - Excitement was in the air today as Canada Running Series and Tata Consultancy Services officially kicked off race weekend in Toronto ahead of the TCS Toronto Waterfront Marathon taking place on Sunday, October 15. The opening ceremonies featured remarks from Deputy Mayor and Toronto City Councillor, Mike Colle, TCS Toronto Waterfront Marathon Race Director, Alan Brookes, Executive Director and Country Head of TCS Canada, Soumen Roy, and Executive Director of Trees for Life, Mike Hurley, and honoured Elite Athletes and Olympians from around the world who are gearing up for the race this Sunday.

The event ushered in a series of events happening throughout the weekend, including the annual Running, Health and Fitness Expo which is expected to draw over 40,000 people. Race organizers shared some of the TCS Toronto Waterfront Marathon's notable achievements of the last year, including being awarded the [Evergreen Certification](#) by the Council for Responsible Sport, record-breaking registrations and a renewed focus on supporting women in sport. A ribbon cutting ceremony was also held following a discussion panel with Canadian and International Elite Athletes, and the introduction of GoIT, a digital innovation and career readiness program supported by Tata Consultancy Services to introduce students to STEM, Computer Science, Design Thinking and Innovation.

"We are thrilled to be kicking off another race weekend," said Alan Brookes, Race Director, TCS Toronto Waterfront Marathon. "With so much to celebrate, the marathon always heralds in such excitement across the city, from participants and from the supporters who cheer them on from the streets. It's a beautiful show of the community we can create through running and I am certain 2023 will be a year to remember."

The TCS Toronto Waterfront Marathon is one of Canada's premier running events, with the marathon, half marathon and 5K bringing together participants from over 78 countries. This year's participation is record breaking, with registration for the marathon and half marathon selling out over a month before race day, and all distances currently being sold out. The world class weekend is a unifying landmark event for Toronto, having raised over \$50 million for Canadian charities since 2003.

"We're thrilled to welcome everyone to the TCS Toronto Waterfront Marathon once again this year alongside Canada Running Series," said Soumen Roy, Executive Director and Country Head, Tata Consultancy Services, "We're proud to be modernizing the marathon experience through digital technology, and we are excited for the 25,000 participants and their family and friends to experience the official race app this weekend, powered by TCS. We firmly believe in the power of sport as a global unifier, and we look forward to the excitement to come this Sunday."

All are encouraged to join the tens of thousands who celebrate Toronto and over 150 impactful causes every year for the TCS Toronto Waterfront Marathon as runners, spectators and donors alike. Whether donating through the [TCS Charity Challenge](#) to the cause of your choice, sharing

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on social media using the hashtags #ChooseTOrun #ChooseTOcelebrate and tagging @TOWaterfront42K, or cheering on participants in person on October 15th, the TCS Toronto Waterfront Marathon welcomes all, and offers something for everyone to celebrate this weekend.

For more information on media opportunities leading up to and on October 15, visit <https://www.torontowaterfrontmarathon.com/media>.

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About the TCS Toronto Waterfront Marathon

The TCS Toronto Waterfront Marathon is Canada's premier running event and the grand finale of the Canada Running Series (CRS). Since 2017, the race has served as the Athletics Canada national marathon championship race and has doubled as the Olympic trials. Using innovation and organization as guiding principles, Canada Running Series stages great experiences for runners of all levels, from Canadian Olympians to recreational and charity runners. With a mission of "building community through the sport of running," CRS is committed to making sport part of sustainable communities and the city-building process. To learn more about the TCS Toronto Waterfront Marathon, visit www.torontowaterfrontmarathon.com.

About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 614,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$27.9 billion in the fiscal year ended March 31, 2023, and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit www.tcs.com

About Canada Running Series (CRS)

Canada Running Series is the nation's premier running circuit with 7 events, 4 in Toronto, 2 in Vancouver, and 1 in Montreal. It annually attracts over 50,000 participants and raises more than \$6 million for some 320 mostly-local charities. The Series includes the World Athletics Gold Label TCS Toronto Waterfront Marathon, and the Athletics Canada National Marathon Championships. Since 1999, CRS has gained international recognition for innovation and organization. To learn more about CRS, visit <https://canadarunningseries.com/>.

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