



## **TCS Toronto Waterfront Marathon Pre-Race Press Conference Media Kit** **Friday, October 13, 2023**

### **ABOUT THE PRE-RACE PRESS CONFERENCE**

The Pre-Race Press Conference takes place annually as the opening event of the 2023 TCS Toronto Waterfront Marathon Running, Health and Fitness Expo and officially launches race weekend.

The press conference features remarks from Deputy Mayor and Toronto City Councillor, Mike Colle, Race Director, Alan Brookes, Executive Director and Country Head of TCS Canada, Soumen Roy, and Executive Director of Trees for Life, Mike Hurley, as they showcase some of the TCS Toronto Waterfront Marathon's notable achievements of the last year and the excitement leading up to and during the marathon. The press conference includes a panel with Canadian and International Elite Athletes and is followed by a Ribbon Cutting ceremony, symbolizing the start of the 2023 race weekend.

### **PRESS CONFERENCE SPEAKERS AND PARTICIPANTS**

**Master of Ceremonies and Host:** Geoff Wightman

#### **Speakers:**

- Mike Colle, City of Toronto Deputy Mayor and Councillor, Ward 8
- Alan Brookes, Race Director of TCS Toronto Waterfront Marathon and President of Canada Running Series
- Soumen Roy, Executive Director and Country Head, TCS Canada
- Mike Hurley, Executive Director, Trees for Life

#### **North American Elite Athletes:**

- Dayna Pidhoresky
- Sasha Gollish
- Emily Durgin
- Molly Grabill

#### **International Elite Athletes:**

- Adunga Takele
- Juan Alberto Mena Lopez
- Afera Godfay
- Waganesh Mekasha



## **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 an Olympic qualifier. 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](http://www.torontowaterfrontmarathon.com).

### Key TCS Toronto Waterfront Marathon Statistics and Facts:

- The 2023 TCS Toronto Waterfront Marathon takes place Sunday, October 15th, 2023
- The event brings approximately 25,000 runners, walkers, spectators and supporters to the City of Toronto every year
- The 2023 TCS Toronto Waterfront Marathon participants represent over 78 countries, including Canada, and all Canadian provinces and territories
- The TCS Toronto Waterfront Marathon was awarded an [Evergreen Certification](#) from the Council for Responsible Sport in recognition of its outstanding sustainability initiatives, a distinction held by only a select few marathons in the world
- This year's participation is record breaking, with registration for the marathon and half marathon selling out over a month before race day
- Participants may run, walk or wheel the following distances in-person on October 15, 2023 or virtually throughout the month of October: marathon (42km), half marathon (21km) and 5 km
- The TCS Toronto Waterfront Marathon serves as the Athletics Canada national marathon championship race and is an Olympic qualifier

## **ABOUT THE TCS CHARITY CHALLENGE**

The TCS Charity Challenge unites the spirit of runners with a unique fundraising program that supports over 150 local charities. Individuals running, walking or "wheeling" in any of the TCS Toronto Waterfront Marathon events can choose to run for a cause that moves them and make a lasting impact in our community by joining the TCS Charity Challenge. The TCS Charity Challenge provides an opportunity for the TCS Toronto Waterfront Marathon to support a myriad of causes and organizations through the event, while encouraging participants to customize their own experience and create an impact far beyond race weekend. To learn more, visit: <https://www.torontowaterfrontmarathon.com/community-fundraising/>

### Key TCS Charity Challenge Statistics and Facts:

- Over 150 Canadian charity partners to choose from annually
- 2023 is the 20th anniversary of the Charity Challenge. More than \$50 million has been raised since its inception in 2003



- \$2.72 million raised for charity partners in 2022 alone
- Over 10% of TCS Toronto Waterfront Marathon participants supported organizations through the TCS Charity Challenge in 2022
- The TCS Toronto Waterfront Marathon's 2023 feature charity partners include Trees for Life and Trans Canada Trail

## **ABOUT CANADA RUNNING SERIES (CRS)**

Canada Running Series (CRS) organizes the TCS Toronto Waterfront Marathon. CRS 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 Elite 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/>.

## **ABOUT TATA CONSULTANCY SERVICES (TCS)**

Tata Consultancy Services (TCS) is the title sponsor for the TCS Toronto Waterfront Marathon. TCS 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](http://www.tcs.com).

## **KEY QUESTIONS AND ANSWERS**

### **1. What is the purpose of the Pre-Race Press Conference?**

The Pre-Race Press Conference is a platform to share all of the great news and progress that happens in preparation for the marathon weekend. The press conference is the kick-off event for race weekend and provides an opportunity to highlight the Elite Athletes that come from all over the world for this prestigious event in Toronto.



## **2. Why hold the Pre-Race Press Conference today?**

The Pre-Race Press Conference takes place in the same location as the TCS Toronto Waterfront Marathon Running, Health and Fitness Expo immediately before it opens at the Enercare Centre in Toronto. It serves as the opening event of the Expo and the kick-off to race weekend.

## **3. What is the Running, Health and Fitness Expo?**

The Expo is a free running exposition that brings together over 40,000 supporters and participants over two days leading up to the TCS Toronto Waterfront Marathon. The Expo highlights new gear, nutrition and fitness products, features TCS Charity Challenge charity partners, and hosts Speaker Series panel discussions with Elite athletes.

## **4. Who are the organizers and sponsors of the marathon weekend?**

The TCS Toronto Waterfront Marathon is organized by Canada Running Series, the nation's premier running circuit. Tata Consultancy Services (TCS) is the sponsor of the TCS Toronto Waterfront Marathon. Additional sponsor information can be found at [www.torontowaterfrontmarathon.com](http://www.torontowaterfrontmarathon.com).

## **5. What is the overall schedule and agenda for the marathon weekend and related events?**

The 2023 TCS Toronto Waterfront Marathon race weekend schedule can be found [here](#).

## **6. Are there any special causes associated with the TCS Toronto Waterfront Marathon?**

The TCS Toronto Waterfront Marathon offers the unique opportunity for participants to customize their race experience by fundraising for a cause close to their heart through the TCS Charity Challenge. The TCS Charity Challenge includes over 150 charity partners for participants to choose from, and has raised over \$50 million for charity since its inception in 2003.

The TCS Toronto Waterfront Marathon has featured charity partners in Trees for Life and Trans Canada Trail that reflect their sustainability goals.

## **7. Are there any records or achievements the marathon is hoping to set or break this year?**



In addition to records that may be set on the race course, this year, approximately 20 participants are Guinness World Record hopefuls. Several notable achievements have already been made by the TCS Toronto Waterfront Marathon this year, including:

- Record breaking participation, with all distances sold out by race weekend, and registration for the marathon and half marathon sold out over a month before race day
- The TCS Toronto Waterfront Marathon is one of a select few marathons in the world to be awarded an [Evergreen Certification](#) from the Council for Responsible Sport in recognition of its outstanding sustainability initiatives.

#### **8. How do local businesses get involved and benefit from the marathon weekend?**

The world class weekend brings together over 25,000 visitors, athletes and supporters from around the globe annually. With more cheer stations along the race route than ever before, local businesses will experience all of the economic benefits that come with hosting this kind of prestigious event. This year, the TCS Toronto Waterfront Marathon has teamed up with local businesses along the route who #ChooseTOCelebrate with exclusive deals for race participants.

#### **9. How can the media covering marathon weekend access additional materials?**

Press releases and media materials highlighting key happenings with TCS Toronto Waterfront Marathon can be found on the [website](#).

Media enquiries including requests for interviews and additional information can be directed to Laurel Bury or Barb MacDonald at [media@canadarunningseries.com](mailto:media@canadarunningseries.com).

#### **10. Are there any plans to live stream or broadcast the marathon?**

The entire race will be available via live stream. As in previous years, the broadcast will be free and available to everyone, with no geo-blocking. The World Athletics Elite Label race broadcast can be found at [www.torontowaterfrontmarathon.com](http://www.torontowaterfrontmarathon.com), on athleticscanada.tv, on cbcspports.ca, on Facebook Live, and on the TCS Toronto Waterfront Marathon app. The live stream broadcast will begin at 8:00 a.m. EDT.

#### **11. How can others get involved?**

**Support** by coming out on October 15 to cheer on friends, family and community along the race route and at the finish line, or follow along on social media and use the hashtags #chooseTORun, #TOWaterfront42k, #chooseTOcelebrate, #chooseTOgive and #TCSCharityChallenge. **Donate** by visiting <https://www.torontowaterfrontmarathon.com/community-fundraising/> and select the participant or charity you'd like to support.

#### **PHOTO AND VIDEO**

Supplementary photo and/or video materials from the Pre-Race Press Conference will be accessible at the following link after the event on Friday, October 13, 2023 and the race on October, 15, 2023: [Photo and video link](#).

This link can also be found at <https://www.torontowaterfrontmarathon.com/media/>.