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**TCS Toronto Waterfront Marathon**  
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## **Elvis Cheboi Aiming to Win TCS Toronto Waterfront Marathon for Second Time** By Paul Gains

Much was expected of Kenya's Elvis Cheboi when he arrived in Toronto last year for the TCS Toronto Waterfront Marathon. He did not disappoint.

Crossing the finish line first to claim the \$20,000 winner's prize he beat several international athletes who have run two to three minutes faster than his winning time of 2:09:20.

By today's standards his personal best is not a quick time. But a victory at this World Athletics Elite Label Race against a terrific field - and by over a minute - has increased his prowess in the sport. Now he returns to Toronto hoping for favourable conditions and a world-class field where he can also run a time more representative of his ability.

Indeed, he ran a personal best of 59:15 at the 2022 Barcelona Half Marathon indicating he might be capable of a time closer to the Toronto Waterfront course record of 2:05:00 held by his countryman, Philemon Rono (2019).

Winning Toronto was a milestone in his career nonetheless.

"That (Toronto) race made me a great memory because I had never won a marathon or any race abroad," he says from his living room in the village of Mororia, Kenya. "So it was memorable. That was my second marathon race and I won it."

As he speaks, his two children - daughter Shaline, 6, and son Shalom, 2 - are watching a television program and he instructs them to lower the volume. Then he smiles.

"Tomorrow the small boy is two years old," he reveals laughing. "There is a cake here. He is still young so doesn't know it's a birthday but I will sing 'Happy Birthday' to him."

Family is of the utmost importance and running, in order to earn money is a priority. Yet, Cheboi has not raced since Toronto.

He and his management team at Demadonna Athletics Promotion had him lined up to race in the Vienna Marathon this past April. But he had slight issues with both his hamstrings which interrupted his buildup. So the decision was made by him and his

coach, Gabriele Nicola, to put all their energies into having him fully prepared for a Toronto Waterfront Marathon title defence.

For many years now Cheboi has lived in Mororia which is about three kilometres from the famed 'running town' of Iten. A local hotel serves as the Demadonna team camp and houses several of the twelve strong marathon training group during the week. They go home on weekends. But, since Cheboi has a young family, it was felt it was better for him to drive in for the training sessions and for massage therapy three times a week.

Several of his training partners have run much faster than Cheboi's best - led by Philemon Kiplimo (2:04:56) - so he is benefiting from being in such a talented group.

Like most Kenyan runners he sees his running profession as a means for a brighter future for himself and his young family. He maintains a farm where he grows maize which is used to make the Kenyan staple, ugali. He also plants wheat and potatoes while keeping goats, sheep and cattle. It's an exhausting lifestyle and so he has enlisted help from family members.

"Yes I have help with my farm. My relatives help; my brother and also my parents," he reveals adding he doesn't expect to rely on farming after he retires from competition.

"God willing, I will not depend on the farm only. I think I will also find another way. Somehow I will do another thing."

Several times during the video call from Canada he thanks the caller for taking interest and expresses his gratitude for being invited back to Toronto Waterfront Marathon.

"I'm looking forward to coming back to Toronto very much. Yes," he declares. "Firstly, I want to thank the organizers for inviting me back. I think I will try to win for the second time but I can't promise.

"The good weather on the day will determine if I can run my best time."

### **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

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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).

### **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 65 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

As part of the Tata group, India’s largest multinational business group, TCS has over 601,000 of the world’s best-trained consultants in 55 countries. The company generated consolidated revenues of US \$29 billion in the fiscal year ended March 31, 2024, and is listed on the BSE and NSE 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.

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