



MEDIA RELEASE

## **TCS Toronto Waterfront Marathon Kicks Off 2024 Race Weekend**

*Canada Running Series and Tata Consultancy Services Launch Marathon with Elite Athletes at Running, Health & Fitness Expo*

TORONTO, ON (October 18, 2024) – The 35th TCS Toronto Waterfront Marathon race weekend is officially here for Canada Running Series, Tata Consultancy Services and the City of Toronto. Anticipation and excitement were in the air as the race organizers and title sponsor kicked off the festivities with a press conference and grand opening of the annual Running, Health and Fitness Expo. The formalities featured Toronto City Councillor Michael Colle, TCS Toronto Waterfront Marathon Race Director, Alan Brookes, Executive Director and Country Head of TCS Canada, Soumen Roy, and honoured Elite Athletes from around the world gearing up for the big race this Sunday.

It is a milestone year for the event as the TCS Toronto Waterfront Marathon 5K event will take place Saturday, October 19th, 2024, for the first time ever, while the half marathon and marathon races will take place Sunday October 20th, 2024. This brings an entire race weekend experience to the city, allowing for a full weekend of celebration, education, charitable impacts, and high-energy excitement among visitors from across Canada and the world.

“We’re excited to kick off another incredible race weekend,” said Alan Brookes, Race Director of the TCS Toronto Waterfront Marathon. “There’s so much to celebrate this year, and we’re especially proud to be advancing our inclusivity goals. We’re working closely with community members and experts to make race weekend more accessible for everyone through initiatives like increased lactation stations, consulting with disability advocates, and introducing the non-binary gender category in our Open cash prize for the marathon. We are also thrilled to welcome the most women ever registered for the marathon. It’s a wonderful testament to the community that running can build. Every year brings something new and exciting and I’m confident that 2024 will be a truly unforgettable year.”

During the opening remarks, race organizers shared some of the TCS Toronto Waterfront Marathon’s notable achievements that have contributed to it being one of Canada’s largest running events, including international recognition as a World Athletics Elite Label Event, first race in Canada to earn [Evergreen Certification](#) awarded by the Council for Responsible Sport, record-breaking female registration and a renewed focus on supporting women in sport.

The Running, Health and Fitness Expo is a free running exposition at the Enercare Centre expected to draw over 40,000 people over Friday and Saturday. The Expo highlights new gear, nutrition and fitness products, features TCS Charity Challenge charity partners, and hosts Speaker Series panel discussions with Elite and amateur athletes. A new addition to the line-up this year includes a women’s panel to encourage women’s participation in the sport, a panel on



Building Inclusive Run Communities, a panel on Truly Embracing Accessibility in Sport and another panel on Gender Equity in Running celebrating inclusive practices in the racing community. The Expo will also feature goIT, a digital innovation and career readiness program supported by Tata Consultancy Services to introduce students to STEM, Computer Science, Design Thinking and Innovation. The theme this year for the student competition is Gender Equity.

“We warmly welcome everyone to the 35<sup>th</sup> edition of the TCS Toronto Waterfront Marathon,” said Soumen Roy, Executive Director and Country Head, Canada, Tata Consultancy Services. “We take pride in modernizing the marathon experience through digital technology, and we can’t wait for participants to see the rich history of the race, but also the incredible advancement and innovation TCS is bringing to the marathon experience this year. We truly believe in sport’s ability to unite people and build community, and we are thrilled to be doing this in partnership with Canada Running Series, who as premier Canadian race organizers, always ensure the quality and experience behind their events.”

This year’s landmark race weekend represents 35 years of race history for Toronto, while bringing together almost 30,000 participants and over 100,000 supporters throughout the city. The world class weekend is a unifying landmark event for Toronto, having raised over \$53 million for Canadian charities since 2003 through the TCS Charity Challenge.

All are encouraged to join the tens of thousands who celebrate Toronto and over 150 impactful causes annually 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 on social media using the hashtags #ChooseTOrun #ChooseTOcelebrate and tagging @TOwaterfront42K, or cheering on participants in person on October 19th and 20th, 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 race weekend, 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, Toronto’s largest marathon 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).

## **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 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. For more information, visit [www.tcs.com](http://www.tcs.com)