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**TCS Toronto Waterfront Marathon**  
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## **Worldwide Exposure Expected for TCS Toronto Waterfront Marathon Livestream** By Paul Gains

Renowned broadcaster Geoff Wightman returns to on-air duties for the 2024 TCS Toronto Waterfront Marathon livestream, October 20th.

The Briton is best-known for his in-stadium announcing at the Olympic Games and World Championships. In Toronto he will reunite with Canadian Olympic marathoner, Krista Duchene and local running guru Chris "Hawaii" Dekoning to provide commentary on the race which starts at 8:00 a.m. EDT.

The pre-show goes off at 7:00 am Eastern and can be viewed on the Canada Running Series YouTube channel, Athletics Canada website, CBC Sports website, TCS Toronto Waterfront Marathon Facebook page and, for the very first time, World Athletics will include the livestream via its 'Inside Track' site. This is a prestigious honour for those events selected for Inside Track.

"Choosing TCS Toronto Waterfront Marathon was a no-brainer for us in the selection of the races for the September-December 2024 season," says Benjamin Roux, World Athletics Road Running Manager.

"It is one of the main marathon events in this period in North America. Canadian fans could already enjoy it as it's being streamed on the Canada Running Series YouTube channel, but with its inclusion on 'Inside Track', any road running fan in the world will witness this beautiful event."

This will be the sixth time for Wightman at this World Athletics Elite Label race. While there have been many standout moments he recalls one in particular.

"Oh, I think Cam Levins breaking (Jerome Drayton's) Canadian record in 2018," he declares. "He was close to it for a long way and it was only in the last couple of turns that he realized he was going to do it. And that (record) had been around since 1975. So it had been a bit of a burden for several generations of Canadian runners."

While Wightman calls races worldwide including road races in Abu Dhabi and Milan, and provides finish line announcing at both the London and Copenhagen marathons, he looks forward to his transatlantic crossing each October.

"What I think is unique (in Toronto) is there are four cameras on bikes for the international elite men and women, Canadian elite men and women," he explains. "At

any given point we can see all four of those races on the back of screens and we can decide which one we go to.

“If we think something is about to happen, if there’s a move being made at a key point in the race, we can say ‘let’s check out the Canadian women’s race’ and they will go to that instantly. In other major city marathons it’s a much more convoluted procedure directed by producers who don’t always know athletics.”

The production once again will be handled by the experienced team from Astrodog Media. In addition to those four cameras following the four elite groups they will have five other cameras covering all segments of the course including one drone.

As a longtime athletics aficionado and coach to his son Jake Wightman, the 2022 World 1500m champion, Geoff Wightman’s knowledge is highly valued by the Canada Running Series team. And his keen knowledge of international and Canadian marathoning is spot on. Once again Toronto Waterfront is the official Athletics Canada Canadian Marathon Championship and it is clear he is more than familiar with the entries.

“I think possibly the contest of the day will be the Canadian women,” he suggests. “The status of it as a national championship means it has a big say in who gets picked for the Tokyo World Championships next year. (Two-time Canadian Olympian) Reid Coolsaet has been involved in some of the recruitment. The domestic fields are as strong as I have ever seen.”

“I think that probably in the elite women’s race there is the chance of somebody breaking 2:20 for the first time. It could be women’s day. But that’s just on paper. Anything can happen. We could have the same thing happen in the men’s race that happened in the women’s race last year where four people came into the final straight together.”

Wightman’s excitement for the competition on hand is palatable. A year ago roughly 60,000 people in 55 countries watched the race livestream. With the inclusion of the World Athletics Inside Track that number could be greatly increased putting not just the race but the city and Canada on the world stage.

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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

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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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