

## TCS Becomes Title Sponsor and Technology Partner of Toronto Waterfront Marathon Through 2026

*Tata Consultancy Services and Canada Running Series to Transform In-person and Virtual Runner Experience with New Official Hybrid Race App and Boost Sustainability Efforts*

**TORONTO | MUMBAI, January 18, 2022:** Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) has partnered with Canada Running Series (CRS) to become the new title sponsor and official IT services and technology consulting partner of the Toronto Waterfront Marathon and Virtual Race through November 2026.

This news follows TCS' renewal of its title and technology sponsorship of the TCS New York City Marathon, as well as becoming the new title and technology sponsor of the TCS London Marathon this year.

**Soumen Roy, Executive Director and Country Head, TCS Canada,** said, *"Running a marathon makes you believe that you can accomplish anything. We can't wait to channel the spirit of building on belief by enhancing the Toronto Waterfront Marathon experience with innovative technology and trailblazing sustainability initiatives in our local communities."*

TCS and CRS aim to modernize marathon running in Canada through a new official race app. It will offer a first-of-its-kind environmental impact calculator that will enable runners and spectators to track and offset their environmental impact. TCS will also work with CRS to create a hybrid and immersive race experience for all runners and spectators around the globe.

The official race app will offer unlimited tracking of both in-person and virtual runners on the same racecourse map and let spectators create digital cheer cards to share messages of encouragement on social media. Runners will be able to share a link to friends and family that automatically initiates the app download with them already selected to be tracked. In addition, the app will incorporate augmented reality features that became popular during the pandemic to support both in-person and virtual runners, along with offering surprise-and-delight experiences.

*"We're excited to begin our partnership with TCS and join a family of global, leading-edge marathons,"* said **Charlotte Brookes, Event Director of CRS & the Toronto Waterfront Marathon.** *"It's a unique opportunity to take our World Athletics Gold Label event to the next level and beyond, to greatly enhance the runner experience through innovative technology, to showcase athletic excellence, and to have a broader impact in building a healthy, caring, and sustainable Toronto. The new TCS Toronto Waterfront Marathon race app will be a symbol of our collaboration that will connect, sustain and inspire us all whether we are participating in-person or virtually, from anywhere around the globe."*

TCS will also donate 32,000 person-hours toward helping the TCS Toronto Waterfront Marathon become the most sustainable race in Canada. CRS' goal is to achieve Evergreen Certification by 2022. When achieved, it will be the only race in Canada to attain this level of environmental certification from the Council of Responsible Sport.

Expanding on this commitment to technology and sustainability, TCS and CRS will be adding two new Charity Partners: [Trans Canada Trail](#) and [Trees for Life Canada](#). Runners will have the opportunity to donate money towards Trans Canada Trails' new AccessNow partnership that is creating accessibility mapping across its more than 28,000 km of National Trails, or Trees for Life's tree planting projects along the TCS Toronto Waterfront Marathon racecourse.

*"It is great news that the Toronto Waterfront Marathon will be greener next year,"* said **David Piccini, Minister of the Environment, Conservation and Parks.** *"New tools will help participants to quantify and*

*reduce their environmental impact while getting outside and enjoying the shores of Lake Ontario, and I commend TCS for their commitment to reducing the footprint of this flagship event.”*

Registration for the 2022 TCS Toronto Waterfront Marathon will open January 25, 2022.

## About Tata Consultancy Services

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 556,000 of the world’s best-trained consultants in 46 countries. The company generated consolidated revenues of US \$22.2 billion in the fiscal year ended March 31, 2021 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).

## 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. During the 2021 event, participants raised over \$3.08 million for 151 community charities. 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).

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