



Media Advisory/Photo Opportunity

TCS TORONTO WATERFRONT MARATHON RACE WEEK SCHEDULE

TORONTO, ON – (CNW – October 12, 2022) – On Sunday, October 16th, more than 20,000 elite and recreational athletes will return to the streets of Toronto in-person for the first time in 3 years for the 33rd edition of the TCS Toronto Waterfront Marathon. With a new title sponsor, Tata Consultancy Services (TCS), the event will see participants from over 70 countries walk, run and roll in marathon, half marathon, and 5K distances. An additional 1700 participants will participate virtually throughout the month of October. Over the weekend, the event is expected to bring more than \$30 million in economic activity to the GTA.

As a sponsor of top global races like the New York City and London Marathons, TCS brings valuable experience to its partnership with the Toronto Waterfront Marathon. As the event's title and technology sponsor, TCS aims to modernize race day for both spectators and participants through the new official race app. The app and similar initiative will help make this event the most sustainable race in Canada.

The TCS Toronto Waterfront Marathon is more than a race - the TCS Charity Challenge unites the spirit of runners with a unique fundraising program to support local charities. In 2021, participants raised over \$3.08 million, directly benefiting 151 official local charity partners. Since the event's Charity Challenge began in 2003 it has raised over \$48 million, making a significant impact in our communities.

This year, the TCS Toronto Waterfront Marathon (World Athletics Elite Label race) is renewed as the Canadian Marathon Championships. On a course that has seen that Canadian records fall, and with deep domestic fields, this year promises to thrill as the elites chase national titles.

The race week media schedule is as follows:

FRIDAY, OCTOBER 14th

ELITE ATHLETE PRE-RACE MEDIA CONFERENCE

When: Friday, October 14th, at 10 a.m. EDT

Where: Enercare Centre, Hall D, Exhibition Place
Toronto, ON

Who: Alan Brookes, Race Director, TCS Toronto Waterfront Marathon; Geoff Wightman, announcer, commentator and host

Elite athletes in attendance will include:

Canadian Athletes

Women: Dayna Pidhoresky, Malindi Elmore, Sasha Gollish

Men: Trevor Hofbauer, Rory Linkletter, Lee Wesselius

International Athletes

Women: Ruth Chebitok, Magdalyne Masai, Gelete Burka,

Men: Barselius Kipyego, Yihunilign Adane, Felix Kandie

Special Guests

Soumen Roy, Executive Director and Country Head, Canada, TCS; Helen Manning, Chair of the Board of Athletics Canada; Mike Hurley, Executive Director, Trees for Life

RUNNING, HEALTH & FITNESS EXPO and Packet Pick-up

When: 11:00 a.m. – 8:00 p.m.

Where: Hall D, Enercare Centre, Exhibition Place

SATURDAY, OCTOBER 15th

INTERNATIONAL FRIENDSHIP RUN

When: 9:00 a.m.

Where: Hall D, Enercare Centre, Exhibition Place

International Friendship Run, hosted by Running Room. Run leaves promptly at 9:30 a.m.

RUNNING, HEALTH & FITNESS EXPO and Packet Pick-up

When: 10:00 a.m. – 6:00 p.m.

Where: Hall D, Enercare Centre, Exhibition Place

SUNDAY, OCTOBER 16th

MEDIA ACCREDITATION PICK-UP/ INFORMATION DESK

Nathan Phillips Square (VIP tent, southeast corner)

100 Queen Street West

Open: 6:30 a.m. – 12:00 p.m. EDT

MEDIA WORKROOM / POST-RACE PRESS CONFERENCE

Sheraton Hotel, Maple Room, mezzanine level

123 Queen Street West

Open: 7:00 a.m. – 2:00 p.m. EDT

RACE TIME STARTS

8:00 a.m. 5k

Race start's location: Ontario Place – Lake Shore Blvd W and Ontario Drive

8:45 a.m. Marathon (42.2k)

Half-marathon (21.1k)

Race start's location: University Avenue north of Queen St.

KEY EXPECTED FINISH TIMES

8:15 a.m. Top 5k finishers

9:45 a.m. Top half-marathon males

9:50 a.m. Top half-marathon females

10:50 a.m. Elite male marathon expected

10:55 a.m. Elite Canadian male expected

11:05 a.m. Elite female marathon expected

11:10 a.m. Elite Canadian female expected

The finish line for **ALL** distances is Queen and Bay at the southeast corner of Nathan Phillips Square. Photos and brief interviews are available at the finish line for a limited number of accredited media.

ALL media require accreditation to access designated press areas (including finish line).

For media interested in access on race weekend, including press conferences, start/finish lines and Media Centre, credentials are an absolute requirement. Please apply here: <http://www.torontowaterfrontmarathon.com/media/#media>

Please email media@canadarunningseries.com if you have any questions.

POST-RACE AWARDS CEREMONY

What: Award ceremony photo opportunity (elite athlete photo op only)
Who: Top international and Canadian finishers
When: 12:00 p.m. EDT
Where: Awards Stage, Nathan Phillips Square

POST-RACE MEDIA CONFERENCE

What: Media conference and one-on-one elite athlete interview opportunities
Who: Top international and Canadian finishers
When: 12:45 p.m. EDT
Where: Sheraton Hotel, Maple Room, mezzanine level, 123 Queen St. West

LIVE STREAM BROADCAST

A world-class field will compete for prize money, prestige and the title of Canadian Champion at the 2022 TCS Toronto Waterfront Marathon October 16th and once again 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, on athleticscanada.tv, on Facebook Live, and on the TCS Toronto Waterfront Marathon app. Our live stream broadcast will begin at 8:00 a.m. EDT.

SOCIAL MEDIA

Join the conversation on race day and interact with our Twitter Team, by including @twaterfront42k and @tcsglobal in your posts. Use the following hashtags on Twitter and Instagram:

#TOWaterfront42K
#chooseTOrun
#TCSCharityChallenge

About the TCS Toronto Waterfront Marathon

A World Athletics Elite Label race, 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. www.torontowaterfrontmarathon.com

About 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 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

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