



Media Advisory/Photo Opportunity

2024 TCS TORONTO WATERFRONT MARATHON RACE WEEKEND SCHEDULE

TORONTO, ON (October 15, 2024) - On October 19th and 20th, Toronto will host over 25,000 runners, walkers, and wheelers for the 35th edition of the historic, world class TCS Toronto Waterfront Marathon. This year's event is breaking records, with the highest number of women ever registered in the full marathon, and with registration for the marathon and half marathon selling out nearly two months before race day. For the first time ever, the 5K distance will take place a day before the full and half marathon distances, bringing a full weekend of festivities and excitement to the city.

In addition to being a World Athletics Elite Label event and hosting the Canadian Marathon Championships, the TCS Toronto Waterfront Marathon has impacts that transcend the race itself. All participants have the unique opportunity to fundraise for the charity of their choice through the TCS Charity Challenge. Over 150 charities are supported annually through the TCS Charity Challenge, and the initiative has raised more than \$53 million for charities supporting impactful causes including cancer research, women and families, food insecurities, LGBTQAI+ youth and so much more since its inception in 2003.

The TCS Toronto Waterfront Marathon's 2024 feature charity partners include Trees for Life and Trans Canada Trail, highlighting the event's commitment to environmental sustainability. Earlier this year, the TCS Toronto Waterfront Marathon was awarded an [Evergreen Certification](#) from the Council for Responsible Sport in recognition of its outstanding sustainability initiatives, a distinction held by only a select few marathons in the world. One such initiative is the marathon's Green Bib program, which allows participants to opt for a donation to sustainability charities in place of receiving a medal and race shirt; a choice signified by the racer wearing a green bib on race day.

There are numerous opportunities to highlight this historic, world-class marathon and the incredible stories from Toronto and beyond that it is bringing to the forefront this weekend.

The race weekend media schedule is as follows:

FRIDAY, OCTOBER 18th, 2024

Pre-Race Press Conference

When: Friday, October 18th, at 10:00 am

Where: Sheraton Centre Hotel, 123 Queen St. W., Toronto., Linden Room

Who:

- Master of Ceremonies and Host: Geoff Wightman
- Speakers include (additional speakers may be added closer to event):
 - Alan Brookes, Race Director, TCS Toronto Waterfront Marathon and President, Canada Running Series
 - Soumen Roy, Executive Director and Country Head, TCS Canada
- North American Elite Athletes in attendance include:



- Andrew Alexander, Thomas Broatch, Anne-Marie Comeau, Justin Kent, Erin Mawhinney, Leslie Sexton, Natasha Wodak, and Lee Wesselius
- International Elite Athletes in attendance include:
 - Elvis Cheboi, Roza Dereje, Waganesh Mekasha, and Mulugeta Uma

Running, Health and Fitness Expo and Packet Pick-up

When: Friday, October 18th, 10:00 a.m. – 8:00 p.m.

Where: Hall D, Enercare Centre, Exhibition Place. 100 Princes' Blvd. Toronto

What: The Expo is a free running exposition that brings together over 40,000 supporters and participants over two days leading up to the TCS Toronto Waterfront Marathon. The Expo highlights new gear, nutrition and fitness products, features TCS Charity Challenge charity partners, and hosts Speaker Series panel discussions. Please note that 5K Race Kit Pickup is Friday only.

goIT

When: Friday, October 18th, at 11:00 am

Where: Main Stage, Exhibition Hall D, Enercare Centre, Exhibition Place. 100 Princes' Blvd. Toronto

What & Who: goIT is a digital innovation and career readiness program that introduces students to STEM, Computer Science, Design Thinking and Innovation. TCS industry mentors, goIT students, and judges including Jake Federowski, author of the *The Guide to Non-Binary Inclusion in Running*.

SATURDAY, OCTOBER 19th, 2024

5K Event

When: Saturday, October 19th, 9:00 a.m.

Where: University Ave. with corrals between Armoury and King St.

What: For the first time ever, the 5K event has been moved to the day before the full and half marathon distances, allowing for a full race weekend experience.

Media Accreditation Pick-Up/Information: Sheraton Hotel, 123 Queen St. W., Linden Room

Running, Health and Fitness Expo and Packet Pick-up

When: Saturday, October 19th, 10:00 a.m. – 6:00 p.m.

Where: Hall D, Enercare Centre, Exhibition Place. 100 Princes' Blvd. Toronto

SUNDAY, OCTOBER 20th, 2024

Media Accreditation Pick-Up/Information Desk

When: Open 6:30 a.m. – 12:00 p.m. EDT

Where: Nathan Phillips Square (VIP tent, southeast corner), 100 Queen St. W. Toronto.

Media Workroom/Post-Race Press Conference

When: Open: 7:00 a.m. – 2:00 p.m. EDT. The Post-Race Press Conference will take place at 12:15 p.m.

Where: Sheraton Hotel, 123 Queen St. W., outside Linden Room



Marathon and Half Marathon Event and Race Times

7:57 a.m. Marathon Wheelchair Race Start (42.2K)

- Race start location: University Avenue with corrals between Armoury and King St.

8:00 a.m. Marathon (42.2k) and Half-marathon (21.1k) Start

- Race start location: University Avenue with corrals between Armoury and King St.

11:30 a.m. Marathon Awards Ceremony

- Main Stage, Nathan Phillips Square

12:15 p.m. Half Marathon Course Closes

12:15 p.m. Post Race Press Conference

- Sheraton Hotel, 123 Queen St. W. , Linden Room

3:15 p.m. Marathon Course Closes, Finish Line Closes

3:30 p.m. Post-Race Area Closes

- Nathan Phillips Square

Key Expected Finish Times

9:00 a.m. Top half marathon males

9:05 a.m. Top half marathon females

9:20 a.m. Elite wheelchair expected

10:05 a.m. Elite male marathon expected

10:10 a.m. Elite Canadian male expected

10:20 a.m. Elite female marathon expected

10:25 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](#).

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: 11:30 a.m. EDT

Where: Awards Stage, Nathan Phillips Square

Post-Race Press Conference

What: Press conference and one-on-one elite athlete interview opportunities

Who: Top international and Canadian finishers

When: 12:15 p.m. EDT

Where: Sheraton Hotel, 123 Queen St. West, Linden Room



LIVE STREAM BROADCAST

A world-class field will compete for prize money, prestige and the title of Canadian Champion at the 2024 TCS Toronto Waterfront Marathon on October 20th 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. Our live stream broadcast will begin at 7:00 a.m. EDT.

This year the broadcast is available through several platforms:

- [Toronto Waterfront Marathon Website](#)
- TCS Toronto Waterfront Marathon App
- Toronto Waterfront Marathon Facebook Live
- Canada Running Series Youtube
- CBC Sports Youtube
- [CBC Sports website](#)
- CBC Gem App
- AthleticsCanada.tv
- World Athletics Inside Track

Additionally, there will be dedicated streams for each elite race (International Men, International Women, Canadian Men, and Canadian Women) to allow viewers to watch uninterrupted coverage of each race without commentary.

SOCIAL MEDIA

Join the conversation on race day by including @tewaterfront42k and @tcsnorthamericain your posts and Tata Consultancy Services - North America on LinkedIn. You can use the following hashtags on X (Twitter) and Instagram: #TOWaterfront42K #chooseTORun #chooseTOgive #chooseTOcelebrate #TCSCharityChallenge.

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About the TCS Toronto Waterfront Marathon

The TCS Toronto Waterfront Marathon is Canada's premier running event, Toronto's biggest 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.

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

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/>.

For Media Enquiries:

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