



TCS Toronto Waterfront Marathon Media Kit **October 19-20, 2024**

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.

Key TCS Toronto Waterfront Marathon Statistics and Facts:

- The 2024 TCS Toronto Waterfront Marathon 5K event will take place Saturday, October 19th, 2024. The TCS Toronto Waterfront Marathon full length marathon and half marathon take place Sunday October 20th, 2024.
- The 2024 TCS Toronto Waterfront Marathon is the 35th edition of the event, and the 25th edition of the inclusion of the 42k marathon distance.
- This is the first year that the 5k race will take place on Saturday, one day before the full and half marathon distances, officially making it a weekend-long event for the city.
- This year's participation is record breaking, with the highest number of female participants ever in the marathon distance at 2,300, and registration for the marathon and half marathon selling out over two months before race day.
- The event brings almost 30,000 participants and over 100,000 people in total to the streets of Toronto every year.
- The 2024 TCS Toronto Waterfront Marathon participants represent 70+ countries.
- The TCS Toronto Waterfront Marathon is the only Canadian marathon to hold [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.
- The TCS Toronto Waterfront Marathon offers a Green Bib option, where participants may opt for a donation to a sustainability charity in lieu of receiving a race shirt and medal. On race day these participants wear a green bib to indicate their choice.



ABOUT THE TCS CHARITY CHALLENGE

The TCS Charity Challenge unites the spirit of runners with a unique fundraising program that supports over 150 local charities. Individuals running, walking or “wheeling” in any of the TCS Toronto Waterfront Marathon events can choose to run for a cause that moves them and make a lasting impact in our community by joining the TCS Charity Challenge. The TCS Charity Challenge provides an opportunity for the TCS Toronto Waterfront Marathon to support a myriad of causes and organizations through the event, while encouraging participants to customize their own experience and create an impact far beyond race weekend. To learn more, visit:

<https://www.torontowaterfrontmarathon.com/community-fundraising/>

Key TCS Charity Challenge Statistics and Facts:

- 153 Canadian charity partners to choose to run for this year
- More than \$53 million raised since the inception of the Charity Challenge in 2003
- \$2.5 million raised for charity partners in 2023 alone
- Approximately 10% of TCS Toronto Waterfront Marathon participants support organizations through the TCS Charity Challenge annually
- The TCS Toronto Waterfront Marathon’s 2024 feature charity partners include Trees for Life and Trans Canada Trail
- Fundraising officially closes on November 18, 2024.

ABOUT THE ORGANIZERS: 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 THE TITLE SPONSOR: 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



KEY QUESTIONS AND ANSWERS

1. Who are the organizers and sponsors of the marathon weekend?

The TCS Toronto Waterfront Marathon is organized by Canada Running Series, the nation's premier running circuit. Tata Consultancy Services (TCS) is the sponsor of the TCS Toronto Waterfront Marathon. Additional sponsor information can be found at www.torontowaterfrontmarathon.com.

2. What is the overall schedule and agenda for the marathon weekend and related events?

This year, the 5K event takes place on Saturday, October 19, while the half marathon and marathon take place on Sunday, October 20. The complete 2024 TCS Toronto Waterfront Marathon race weekend schedule can be found [here](#).

3. Are there any special causes associated with the TCS Toronto Waterfront Marathon?

The TCS Toronto Waterfront Marathon offers the unique opportunity for participants to customize their race experience by fundraising for a cause close to their heart through the TCS Charity Challenge. The 2024 TCS Charity Challenge includes 153 official charity partners for participants to choose from, and has raised over \$53 million for charity since its inception in 2003.

The TCS Toronto Waterfront Marathon has featured charity partners in Trees for Life and Trans Canada Trail that reflect their sustainability goals.

4. Are there any records or achievements the marathon is hoping to set or break this year?

In addition to race records that may be set on the course, this year, 30 participants are Guinness World Record hopefuls.

Several notable achievements have already been made by the TCS Toronto Waterfront Marathon this year, including:

- This year is the 35th edition of the TCS Toronto Waterfront Marathon, marking 35 years of history for the landmark Toronto event.
- This year's participation is record breaking, with the highest number of female participants ever in the marathon distance at 2,300, and registration for the marathon and half marathon selling out over two months before race day.
- The TCS Toronto Waterfront Marathon is one of a select few marathons in the world to be awarded an [Evergreen Certification](#) from the Council for Responsible Sport in recognition of its outstanding sustainability initiatives.

5. How do local businesses get involved and benefit from the marathon weekend?

The world class weekend brings together almost 30,000 participants and 100,000 supporters from around the globe annually. With more cheer stations along the race route than ever before, local



businesses will experience all of the economic benefits that come with hosting this kind of prestigious event. This year, the TCS Toronto Waterfront Marathon has once again teamed up with local businesses along the route who #ChooseTOCelebrate with exclusive deals for race participants.

6. How can the media covering marathon weekend access additional materials?

Press releases and media materials highlighting key happenings with TCS Toronto Waterfront Marathon can be found on the [website](#).

Media enquiries including requests for interviews and additional information can be directed to Laurel Bury or Barb MacDonald at media@canadarunningseries.com.

7. Are there any plans to live stream or broadcast the marathon?

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. This year the broadcast is available through several platforms:

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

Additionally, there are 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. The live stream broadcast will begin at 7:00 a.m. EDT.

8. How can others get involved?

- **Support** by coming out on October 19th and 20th to cheer on friends, family and community along the race route and at the finish line, or follow along on social media and use the hashtags #chooseTOrun, #TOWaterfront42k, #chooseTOcelebrate, #chooseTOgive and #TCSCharityChallenge.
- **Donate** by visiting <https://www.torontowaterfrontmarathon.com/community-fundraising/> and select the participant or charity you'd like to support.

PHOTO AND VIDEO

Supplementary photo and/or video materials from the 5k, half marathon and marathon events will be accessible at the following link after the races on October 19th and 20th, 2024:

<https://crs-media-centre.smugmug.com/CRS-IMAGES-STAFF-ACCESS/CRS-EVENT-IMAGES/2024/TCS-Toronto-Waterfront-Marathon-2024/TWM24-Images-for-Media/n-8nxjFz>.

This link can also be found at <https://www.torontowaterfrontmarathon.com/media/>.