

Ethiopia's Shure Demise Seeks Third Victory at TCS Toronto Waterfront Marathon

By Paul Gains

Ten years ago, before the birth of 'super shoes', a teenaged Shure Demise surprised the world with an extraordinary marathon record of 2 hours 20 minutes and 59 seconds. At the time it was the fastest marathon ever by a teenage woman.

Nine months later the Ethiopian starlet came to the 2015 Toronto Waterfront Marathon and finished in first place. Another successful Toronto title followed a year later.

Now 29 years old, and with a wealth of marathon experience gained since then, Shure returns to the TCS Toronto Waterfront Marathon October 19, seeking a third title.

"I have very fond memories of Toronto. I like the city very much—the course is excellent, and the people are always welcoming and supportive," she says of her return adding she is not feeling pressure to win a third title. "Not at all. I am simply very happy to be back."

Following her two Toronto Waterfront victories Shure made an impression at several World Marathon Majors: she finished third in the 2018 Chicago Marathon, third in the 2019 Tokyo Marathon and was also chosen to represent Ethiopia at both the 2017 and 2019 World Championships. Then came a two-year absence from competition for which she has a very good explanation.

"I gave birth to my daughter during that period," she explains. "In 2025 I returned to competition at the Milan Marathon where I was fortunate enough to finish first."

That victory surprised many as she won by a full two minutes after seizing the lead near the 30km mark and running away from her competitors. At the finish she smiled, raised her arms before kneeling to pray. Showing genuine humility, she also went to the man who paced her to the end and thanked him.

"It was a joyful and fulfilling moment because Milan was my first marathon after returning from maternity leave," she reveals delighted with her life's progress. "I am married and blessed with one daughter. My life is very good thanks to God."

Under the guidance of her long-term coach, Gemedu Dedefo, she trains with a strong group of Ethiopian marathoners which includes Amane Beriso the 2023 World Champion, who ran a personal best of 2:14:58 in Valencia. Amane, it should also be noted, finished 6th in the 2018 Toronto Waterfront Marathon.

The group trains in a few different locations in central Ethiopia preparing for the fall marathon season.

"I live in Lege Tafo (outside Addis) and my husband assists me with transportation to training sessions. Between sessions I focus on getting proper rest," she says.

“Training (for Toronto Waterfront) has been going very well, and I am running approximately 170 kilometres per week. I particularly enjoy training in Sendafa.”

Sendafa is a small town just 20km from her home and on any given day one can see several groups of athletes training on the dirt roads which criss-cross the hills. And, with such strong training partners and already a major city marathon victory on her post-maternity comeback, she is confident of doing well in Toronto.

The addition of Shure Demise further strengthens the women’s field. As it is she will join fellow Ethiopians Almaz Kebebe and Adane Anmaw on the start line at this year’s TCS Toronto Waterfront marathon.

A victory would see her join remarkable company as one of only three athletes to win three or more times in Canada’s largest city. Kenya’s Philemon Rono won three men’s titles while Kenneth Mungara has won four. It will be a remarkable achievement if she is successful.

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ABOUT THE TCS TORONTO WATERFRONT MARATHON

The TCS Toronto Waterfront Marathon is Canada’s premier running event, Toronto’s largest 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 CANADA RUNNING SERIES (CRS)

Canada Running Series (CRS) organizes the TCS Toronto Waterfront Marathon. CRS is the nation’s premier running circuit with 6 events, 4 in Toronto & 2 in Vancouver. It annually attracts over 60,000 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 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.

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\$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.

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