



TCS Toronto Waterfront Marathon Pre-Race Media Conference Media Kit **Friday, October 17, 2025**

ABOUT THE PRE-RACE MEDIA CONFERENCE

The Pre-Race Media Conference takes place annually, serving as the opening event of TCS Toronto Waterfront Marathon weekend and the 2025 TCS Toronto Waterfront Marathon Running, Health and Fitness Expo. This year marks the 36th edition of the TCS Toronto Waterfront Marathon.

The media conference features remarks from Race Director, Alan Brookes, and Head of North American Sports Sponsorships at TCS, Jaclyn Siskind as they showcase some of the TCS Toronto Waterfront Marathon's notable achievements of the last year and the excitement leading up to and during the marathon. The media conference also includes remarks from the City of Toronto and a panel with Canadian and International Elite Athletes to kick off the 2025 race weekend.

MEDIA CONFERENCE SPEAKERS AND PARTICIPANTS

Masters of Ceremonies and Hosts:

- Geoff Wightman, Athletics Sportcaster
- Kate Van Buskirk, Canadian Olympian

Speakers:

- Alan Brookes, Race Director of TCS Toronto Waterfront Marathon and President of Canada Running Series
- Jaclyn Siskind, Head of North American Sports Sponsorships at Tata Consultancy Services

International Men:

- Mulugeta Uma
- Domenic Ngeno
- Sila Kiptoo

International Women:

- Shure Demise
- Cynthia Chemweno
- Almaz Kebede

Canadian Men:

- Ben Flanagan
- Andrew Alexander
- Phil Parrot-Migas



Canadian Women:

- Dayna Pidhoresky
- Rachel Hannah
- Salome Nyirarukundo
- Eliyah Brawdy

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 an Olympic qualifier. It is set to be Canada's largest marathon. 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 2025 TCS Toronto Waterfront Marathon 5K event will take place Saturday, October 18th, 2025. The TCS Toronto Waterfront Marathon half marathon and marathon will take place Sunday, October 19th, 2025.
- The 2025 TCS Toronto Waterfront Marathon is the 36th edition of the event, and the 26th edition since the inclusion of the 42K marathon distance.
- This is the second year that the 5K race will take place on Saturday, one day before the full and half marathon distances, making it once again a weekend-long event for the city.
- This year's participation is record breaking, with registration for the marathon and half marathon selling out more than three months before race day.
- Record-breaking participation: nearly 31,000 participants this year, with female participation up to 32%.
- The 2024 event generated \$50.3 million in economic impact for Toronto and \$56.3 million across Ontario, supporting 349 jobs and contributing \$23.2 million to Toronto's GDP.
- Participants have travelled a total of 13,510,821 km to attend this weekend.
- The 2025 TCS Toronto Waterfront Marathon participants represent over 70 countries.
- The TCS Toronto Waterfront Marathon holds [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 event continues to expand initiatives around accessibility and inclusivity for participants of all ages, genders, backgrounds, and abilities, including the addition of a new wheelchair category, with expanded eligibility for participants and prize money for the top three male, female and non-binary finishers.



- The TCS Toronto Waterfront Marathon offers an Impact Bib option, where participants may opt for a donation to a sustainability charity in lieu of receiving a race shirt. On race day, these participants wear a bib with an Impact sticker on it 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 160 Canadian charities with lasting local impacts. 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:

- 167 Canadian charity partners to choose from in 2025
- More than \$55 million raised since the inception of the Charity Challenge in 2003
- Over \$2.35 million raised for charity partners in 2024 alone
- Approximately 10% of TCS Toronto Waterfront Marathon participants support organizations through the TCS Charity Challenge annually
- Fundraising officially closes on November 18th, 2025

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 55,000 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.

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. What is the purpose of the Pre-Race Media Conference?

The Pre-Race Media Conference is a platform to share all of the great news and progress that happens in preparation for the marathon weekend. The media conference is the official kick-off event and opening ceremony for race weekend and provides an opportunity to highlight the Elite Athletes that come from all over the world for this prestigious event in Toronto.

2. Why hold the Pre-Race Media Conference today?

The Pre-Race Media Conference takes place at the Sheraton Centre Toronto Hotel at 10 am on October 17, 2025. The TCS Toronto Waterfront Marathon Running, Health and Fitness Expo opens the same day at the Enercare Centre. These events serve as the kick-off to a landmark race weekend for the city.

3. What is the Running, Health and Fitness Expo?

The Expo is a free running exposition at the Enercare Centre that brings together over 60,000 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 with Elite athletes.

4. 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. The event features over 20 sponsors, including Tata Consultancy Services (TCS) as the title sponsor. Additional sponsor information can be found at www.torontowaterfrontmarathon.com.

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



The 2025 TCS Toronto Waterfront Marathon race weekend schedule can be found [here](#).

6. 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. This year, the TCS Charity Challenge includes 167 official charity partners for participants to choose from, and has raised over \$55 million for incredible causes since its inception in 2003.

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

In addition to records that may be set on the race course, this year, 18 participants are Guinness World Record hopefuls.

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

- This year's participation is record breaking with registration for the marathon and half marathon selling out over three 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.

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

The world class weekend brings together nearly 30,000 participants and athletes, 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.

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

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

Media enquiries including requests for interviews, accreditation and additional information can be directed to Melissa DaCunha or Barb MacDonald at media@canadarunningseries.com.

10. 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 was free and available to everyone, with no geo-blocking. This year, the broadcast is available through several platforms:

- [TCS Toronto Waterfront Marathon Website](#)
- TCS Toronto Waterfront Marathon App
- TCS Toronto Waterfront Marathon Facebook
- [Canada Running Series Youtube](#)
- [CBC Sports website](#)
- CBC Gem
- Citius Mag YouTube
- AthleticsCanada.tv

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

The live stream broadcast will begin at 7:00 a.m. EDT.

How can others get involved?

- **Support** by coming out on October 18th and 19th 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** to the TCS Charity Challenge 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 Pre-Race Media Conference will be accessible at the following link after the event on Friday, October 17th, 2025 and the races on October 18th and 19th, 2025:

<https://crs-media-centre.smugmug.com/CRS-IMAGES-STAFF-ACCESS/n-WTJ8VX/CRS-EVENT-IMAGES/2025/TCS-Toronto-Waterfront-Marathon-2025>

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