***[CHARITY NAME]* ASKS SUPPORTERS TO TAKE ON ICONIC CHALLENGE FOR ITS CAUSE IN 2024**

* **Charity places available in the 2024 TCS London Marathon   
  on Sunday 21 April**
* **Chance for supporters to take part in the most popular marathon on the planet with thousands of others in central London**

Following the success of the 2023 TCS London Marathon – the second event with its headline sponsor – *[charity name]* has a limited number of places for anyone who wants to experience the excitement and unity of the world’s most popular marathon in 2024, all while raising crucial funds for its cause.

*[Name of charity]* has *[enter number of your charity’s places]* places available in the mass TCS London Marathon on Sunday 21 April 2024 and is encouraging anyone who is interested in taking part to contact them now, whether they already have a ballot place, were unsuccessful in the ballot or simply missed the ballot deadline.

In 2023, more than 48,500 people covered the world-famous 26.2-mile course from London’s Greenwich to The Mall, while thousands more completed the marathon distance wherever they wished around the globe as part of the virtual event.

The TCS London Marathon is the largest annual one-day fundraising event on the planet, with participants raising more than £1 billion for good causes since the first edition in 1981. It is a celebration of fun, fundraising, fancy dress and amazing community spirit, and a triumph of positivity, inclusivity and togetherness.

*[Enter quote from your charity’s spokesperson]*

For further information, please contact *[enter your charity’s contact details]*.

**ENDS**

**NOTES TO EDITORS**

**About the TCS London Marathon**

* The 2024 TCS London Marathon will take place on Sunday 21 April.
* The London Marathon was first held on 29 March 1981 and the millionth finisher in the history of the event crossed the line in 2016.
* Since the first London Marathon in 1981, the event has raised more than £1 billion for charity.
* Samaritans is the Charity of the Year for the 2024 TCS London Marathon.
* London Marathon Events gifts its surplus each year to the London Marathon Foundation. Since 1981, The Foundation has awarded grants totalling in excess of £100 million to more than 1,600 projects in London and across the UK.
* For more information, visit [tcslondonmarathon.com](http://www.tcslondonmarathon.com/).

**About *[insert charity name]***

* *[Add any information about your charity]*