



THE VIRTUAL 2024 TCS LONDON MARATHON - FACT SHEET

Background

In 2020, when the Covid-19 pandemic meant the London Marathon was not able to take place in its usual format, we introduced the virtual London Marathon so that people could still get active while the world was restricted.

The 2020 virtual event proved so popular that we brought it back the following year, with 22,342 people from more than 101 countries taking on 26.2 miles their way on 2 October 2021. We were delighted to see thousands more people complete the virtual TCS London Marathon in 2022 and 2023, solidifying the event's status as the most popular marathon on the planet.

A chance to do it your way

The virtual London Marathon has evolved into an event with its own unique benefits for participants. Where it had started as an alternative to the mass event in London, it has now also been embraced by people who want the flexibility of doing their marathon their way.

Because the virtual event can be completed over a longer time period than the mass event – from 00:00 to 23:59:59 on Marathon Day – it continues to attract a wider range of people, including those who:

- need longer to complete the 26.2 miles
- can't (or don't want to) travel to London
- want the flexibility and freedom of taking on the challenge from wherever they are

So this year we're approaching the virtual TCS London Marathon through this lens – and encouraging you to emphasise these points in your virtual event recruitment comms.

The entry process

By the end of June, everyone who entered the 2024 TCS London Marathon Ballot will find out if they have secured a place in the mass event.

Those who have been unsuccessful will be given the opportunity to enter the virtual 2024 TCS London Marathon instead. The assets in this toolkit will help you market your places to people who choose to take part in the virtual event.

Any questions about the 2024 TCS London Marathon?

Visit our [website](#) or get in touch with a member of our Charities Team on charities@londonmarathonevents.co.uk – they'd be delighted to help.