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For immediate release: 11:00 Tuesday 14 March 2023

2023 TCS MINI LONDON MARATHON IN SCHOOLS AIMING FOR GUINNESS WORLD RECORDS TITLE

- Schools and pupils across the country urged to help set new world record
- Record targeted is *Most pledges received for an exercise campaign in one month*
- Schools can enter for free and receive a Guinness World Records certificate if record is broken
- Children challenged to run, jog, walk, or wheel one mile in their schools between Monday 17 April and Friday 12 May

Schools across the UK are being encouraged to sign up for 2023 TCS Mini London Marathon in schools and be part of a new **Guinness World Records™** title attempt.

Now in its fourth year, the TCS Mini London Marathon in schools is a free-of-charge challenge for children and young people to run, jog, walk or wheel one mile in their schools any time between Monday 17 April to Friday 12 May, a timeframe either side of this year's TCS London Marathon on Sunday 23 April.

For the 2023 edition, the TCS Mini London Marathon in schools has teamed up with **Guinness World Records** to create an exciting world record attempt that schools around the country can register their pupils for.

The world record attempt is for 'the most pledges received for an exercise campaign in one month'. The current record is 241,675 people, held by the local government of Chengdu, Sichuan, China.

Ben Cooper, Event Lead of the TCS Mini London Marathon in schools, said: *“The TCS Mini London Marathon in schools is all about inspiring children and young people to be active. We know that physical activity makes a huge difference to children’s wellbeing and mental health, so we want schools in all corners of the United Kingdom to sign up, help us break a **Guinness World Records** title and be part of the iconic TCS London Marathon. Start with one mile on one day and that could be the first steps towards a lifetime of being active and healthy.”*

Schools can enter the TCS Mini London Marathon in schools for free [here](#).

Once a school has entered, its pupils need to pledge to take part by running, jogging or walking a one-mile distance in their school between Monday 17 April and Friday 12 May.

If the record is broken, every school taking part will receive one **Guinness World Records** certificate to keep as a memento for helping break the record. There will also be the opportunity for parents, carers and family to purchase additional certificates.

In addition to the TCS Mini London Marathon in schools, the mass TCS Mini London Marathon will return for a second year on Saturday 22 April. The event, which enables children to take part in either a 2.6K or one-mile challenge on the final sections of the TCS London Marathon route, finishing under the world-famous gantry, was held for the first time last year and is sold out for 2023 with more than 10,000 children registered.

ENDS

Notes to Editors

About TCS Mini London Marathon in schools and TCS Mini London Marathon

- The Mini London Marathon in schools was launched in 2020
- The 2023 TCS Mini London Marathon in schools takes place between Monday 17 April and Friday 12 May
- More than 500,000 children have taken part in the Mini London Marathon in schools since 2020
- The Mini London Marathon was first held in 1986 and ran until 2021 on the same day as the London Marathon. It featured championship races for the best athletes in London and across the UK
- In 2022, the TCS Mini London Marathon was held as a stand-alone event for the first time in its history, with schools across the UK able to enter
- The 2023 TCS Mini London Marathon will take place on Saturday 22 April and the TCS London Marathon on Sunday 23 April
- The TCS Mini London Marathon in schools, TCS Mini London Marathon and TCS London Marathon are organised by London Marathon Events
- London Marathon Events gifts its surplus each year to The London Marathon Foundation
- Since 1981, The London Marathon Foundation has awarded grants totalling in excess of £98 million to more than 1,500 projects in London and across the UK.
- For more information, visit tcslondonmarathon.com

About Guinness World Records

What's the fastest game bird in Europe? This was the question that inspired the founding of **Guinness World Records** back in 1955. Starting with a single book published from a room above a gym, GWR has grown to become a global multi-media brand, with offices in London, New York, Beijing, Tokyo and Dubai. Today, we deliver world-class content, not just through books, but via TV shows, social media and live events.

Our in-house consultancy works closely with brands and businesses around the world to harness the power of record-breaking and deliver award-winning campaigns and business solutions.

Through our in-house production arm, GWR Studios, we create standout content for broadcasters, brand partners and digital platforms.

Our Entertainment Services division brings the best of the GWR brand to life in a diverse range of live experiences where visitors can discover and even attempt official world records. Whatever the medium, our ultimate purpose is to make the world a more interesting, fun and positive place.

To join this record-breaking community – and find out the answer to that original question – visit guinnessworldrecords.com

About TCS

Tata Consultancy Services is an IT services, consulting and business solutions organisation that has been partnering with many of the world's largest businesses in their transformation journeys for over 50 years. TCS is one of the biggest software and services companies in the UK, and is at the heart of technological innovation within some of the UK's best-known brands. TCS has operated in the UK for more than 45 years and has over 200 customers in the UK today. TCS currently employs over 20,000 in the UK and Ireland.

TCS engages in a number of sports sponsorships in the UK, including being title partner of the TCS London Marathon and the official technology partner of the Jaguar TCS Formula E Racing Team. TCS is also the official title partner of distance running events including the TCS New York City Marathon, the TCS Toronto Waterfront Marathon, the TCS Amsterdam Marathon and the TCS Lidingöloppet.

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