For immediate release: 16:00 Tuesday 27 September 2022
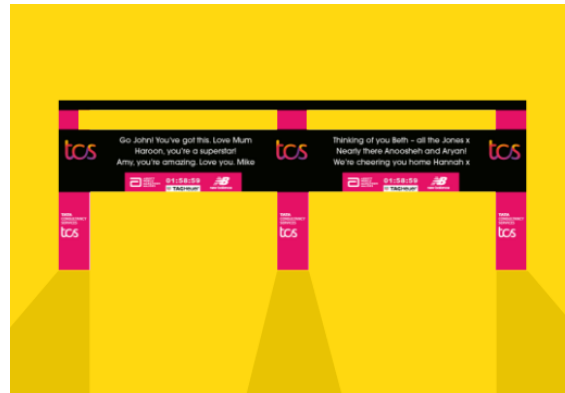
An artist's impression of the 2022 TCS London Marathon finish gantry

DIGITAL GANTRY TO INSPIRE 2022 TCS LONDON MARATHON PARTICIPANTS

- **New look for world-famous Finish Line on The Mall**
- **Supporters invited to send messages for participants to see on approach to Finish**
- **TCS London Marathon signs up to work with the Council for Responsible Sport and the TCS ReScore app to measure environmental impacts in 2023**

The famous Finish Line on The Mall will have a new look on Sunday (2 October), with a spectacular new structure featuring a large LED screen showing personalised messages from supporters to participants as they approach the end of the TCS London Marathon.

When participants cross the final timing mat on the course at 40K, they will trigger a process where selected messages submitted by their friends and family will flash up on the finish gantry screen as they come down The Mall. Supporters can submit messages now using the 'Belief Booster' function in the Official TCS London Marathon App.

Hugh Brasher, Event Director of the TCS London Marathon, said: *"The Belief Booster is a wonderful innovation for our participants created by Tata Consultancy Services in their first year as title partner. TCS works at the heart of technological innovation and is helping us to become a more data and technology-driven organisation. We're working together to enhance the participant and supporter experience at the TCS London Marathon, supporting our shared vision of inspiring society to be active."*

Amit Kapur, Country Head UK & Ireland, Tata Consultancy Services, said: *"The Belief Booster feature in the Official TCS London Marathon App gives supporters a new way of encouraging friends and family directly. TCS truly believes in harnessing the power of technology to enhance lives and communities, and we are using our innovations to make this year's TCS London Marathon the most enjoyable, accessible and sustainable yet."*

London Marathon Events (LME) has an objective to drive positive change in environmental sustainability through its own actions and inspire stakeholders and partners to do the same. LME aims to achieve net zero carbon emissions across its own operations (those within its control) by the end of 2024.

To support this, LME has signed up to work with the ReScore app, a cloud-based application developed for the Council for Responsible Sport by TCS, which enables event organisers to measure, track, report, and verify their progress on a broad range of environmental and social indicators for sports events. This will be used for the 2023 TCS London Marathon and ReScore will help to verify the event's sustainability progress, to help reach its carbon emission goals.

ENDS

About the London Marathon

- The 2022 TCS London Marathon will take place on Sunday 2 October.
- 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.
- British Heart Foundation is the Charity of the Year of the 2022 TCS London Marathon
- London Marathon Events gifts its surplus each year to The London Marathon Charitable Trust.
- Since 1981, The London Marathon Charitable Trust has awarded grants totalling in excess of £97 million to more than 1,500 projects in London and across the UK.
- For more information, visit tcslondonmarathon.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.

For further information, please contact:

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