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## ELIUD KIPCHOGE TO ATTEND NEW TCS MINI LONDON MARATHON

- Kenyan legend to present medals to age group championships winners on Saturday (1 October)
- New mass participation events for children and young people of all abilities
- Unique new initiative means every child who finishes earns £10 for PE or IT equipment for their school

Eliud Kipchoge, who smashed his own marathon world record in Berlin on Sunday (25 September), travels to London this weekend to present medals to the winners of the age group championships events in the new TCS Mini London Marathon on Saturday 1 October – the day before the TCS London Marathon.

Kipchoge, the four-time London Marathon champion, clocked an astonishing 2:01:09 at the BMW Berlin Marathon to take 30 seconds off the world record he set in the same race in 2018. He now owns four of the five fastest times in history and is also the only man to have run the marathon distance in under two hours (not recognised as a world record).

On Saturday he will present the medals to the UK's top young athletes racing over the final 2.6K of the world-famous course and finishing under the TCS London Marathon gantry on The Mall.

This year is a landmark one for the TCS Mini London Marathon. The first edition of the new mass participation TCS Mini London Marathon follows the championships races on Saturday, when thousands of children and young people of all abilities, aged from four to 17, will take part in either 2.6K or one-mile events on the same finishing stretch of the TCS London Marathon course. In a unique new initiative, Tata Consultancy Services (TCS) will give the school of every child who finishes £10 per participant to spend on PE or IT equipment.

**Kipchoge, who is an Ambassador for the TCS Mini London Marathon, said:** "I really support the initiative of the TCS London Marathon to promote running at all ages. I like running to be a family activity since running is life. It will bring joy, happiness and health to our children, who are the future, so let's all embrace this."

**Hugh Brasher, Event Director of the TCS London Marathon, said:** "We are thrilled that Eliud, our four-time champion, will be with us this weekend. He is, without doubt, the GOAT of marathon running and will be a huge inspiration to everyone taking part in the TCS Mini London Marathon on Saturday."

Over the years the Mini London Marathon has launched the careers of international athletics stars including Laura Muir, Keely Hodgkinson and Josh Kerr – not to mention Sir Mo Farah, who won the Mini Marathon three times.

Paralympic medallists Hannah Cockroft and Kare Adenegan are also both former winners of the Mini Marathon, along with Paralympic gold medallist David Weir – who has won the London Marathon a record eight times – and two-time London Marathon winner Shelly Woods.

In addition to the new TCS Mini London Marathon, the virtual TCS Mini London Marathon in schools is also taking place from now until Friday 21 October. The event sees children from across the UK running, walking, jogging or wheeling 2.6 miles in their schools, with 600,000 expected to take part this year. It is free for schools to enter and every child who completes the challenge receives a free pin badge.

**ENDS**

### About the London Marathon

- The 2022 TCS London Marathon will take place on Sunday 2 October.

of the event crossed the line in 2010:

- 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 [tcs.londonmarathon.com](https://tcs.londonmarathon.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 Lidingoloppet.

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