



NEWS

New York Road Runners

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For Immediate Release

2014 TCS New York City Marathon Runner and Volunteer Applications Launches on New Marathon Website, Monday, December 2, 2013

Application features Cyber Monday discount for 44th running of New York Road Runners' premier event

NEW YORK, December 2, 2013—The runner and volunteer applications for the 2014 TCS New York City Marathon launched today on the new TCS New York City Marathon website, tcsnycmarathon.org. The application features a Cyber Monday processing fee of \$5, less than half the normal processing fee of \$11. The discounted processing fee is available through 11:59 p.m. on Monday, December 2.

The runner application window will remain open through March 18 for the more than 100,000 runners expected to apply. The application window for the approximately 12,000 volunteers who will support the race will remain open through July 31. The 2014 TCS New York City Marathon will take place on Sunday, November 2, with its new title sponsor, Tata Consultancy Services (TCS).

“Fresh off an inspiring 2013 race, we’re excited to welcome runners, volunteers, and our new premier partner and title sponsor, TCS, to the 2014 Marathon,” said Mary Wittenberg, president and CEO of New York Road Runners. “The stories of the marathon illustrate that with training, dedication, and a lot of inspiration, the seemingly impossible is possible on New York City’s streets of dreams. Together with TCS, we invite everyone who wishes to be a part of the marathon to take advantage of our special Cyber Monday offer and apply to be a part of this great day.”

The new TCS New York City Marathon website features a new look and improved user experience and features information that will help runners plan their race day, including tailored coaching plans through the official TCS New York City Marathon online training program and information about how to participate as part of a charity team, such as NYRR’s Team for Kids.

In addition to the launch of the new website, NYRR is releasing new social media accounts and hashtags for runners, volunteers, and fans looking to share their excitement and stories for the 2014 TCS New York City Marathon. Runners and fans are encouraged to tag Instagram and Twitter posts with #tcsnycmarathon and to visit the Twitter and Instagram handles, @nycmarathon, and Facebook page—TCS New York City Marathon – which has been updated with information on the 2014 race.

For more information and to sign up for the 2014 TCS New York City Marathon as a runner or volunteer, visit tcsnycmarathon.org.

About the TCS New York City Marathon

The TCS New York City Marathon is the most popular and inclusive marathon in the world, attracting the world's top professional athletes and a vast range of recreational runners. The race began in 1970 with just 127 entrants racing four laps of Central Park. Today, more than 50,000 entrants from around the world run through New York City's five boroughs, starting on Staten Island at the foot of the Verrazano-Narrows Bridge and finishing in Central Park. Participants include Olympians, top age-group competitors, and many thousands who run for charity and to achieve their own personal goals. Millions of fans cheer the runners from the streets and watch the global television broadcast. The race is part of the World Marathon Majors, an alliance of the world's six biggest marathons that determines each year's top male and top female marathoner. The TCS New York City Marathon is the premier event of New York Road Runners, the world's foremost community running organization, whose mission is to help and inspire people through running.

About Tata Consultancy Services Ltd. (TCS)

Tata Consultancy Services is an [IT services](#), [consulting](#) and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of [IT](#), [BPO](#), [infrastructure](#), [engineering](#), and [assurance services](#). This is delivered through its unique [Global Network Delivery Model™](#), recognized as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 285,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$11.6 billion for year ended March 31, 2013 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com.