



NEWS

For Immediate Release

2014 TCS New York City Marathon Applications Number Over 134,000; Entry Drawing Adds Runners to Field

Tata Consultancy Services to celebrate inaugural year as title sponsor, kicking off official charity partner program by providing Team for Kids fundraising donations to 26 lucky runners

New York, March 26, 2014—The 2014 TCS New York City Marathon, set for Sunday, November 2, 2014, will feature a field of runners selected from more than 134,000 applications, it was announced today by Mary Wittenberg, president and CEO of New York Road Runners. An estimated 47,500 to 50,000 runners are expected to participate in the 44th running of the race, which tours 26.2 miles of spectator-lined streets in New York City's five boroughs.

"This is always one of the most exciting days of the marathon season," said Wittenberg. "Tens of thousands of runners from around the world now start to focus on their personal journey around New York City's five boroughs. The race itself is only one day, but the experience—from physical training to mental preparation to fundraising for some—is a journey that lasts for months and is often an experience of a lifetime."

The TCS New York City Marathon brings together runners from around the world and is made up of both guaranteed and non-guaranteed entries. Runners received guaranteed entry through a variety of methods, which are detailed [here](#) on the race website. Non-guaranteed entries were secured through today's drawing. The application period for all entrants opened on December 2, 2013, and closed on March 18, 2014.

9,170 runners were added to the race field through today's non-guaranteed entry drawing, selected from 77,087 applications. The selected runners represent approximately 12% of non-guaranteed applicants.

Last year, 50,266 runners crossed the finish line of the 2013 New York City Marathon, making it the world's largest marathon ever. More than 100 countries were represented, with runners from each of the 50 states participating.

Official Charity Partner Program and Tata Consultancy Services Team for Kids Sweepstakes

Today marks the launch of the Marathon's official charity partner program. Runners who were not accepted through the drawing, and those who did not apply during the application period, can still run the race by joining NYRR's [Team for Kids](#), which raises vital funds to support NYRR's free youth running programs, or through an [official TCS New York City Marathon charity partner](#). Runners who have been accepted can also raise money for their favorite charity—including Team for Kids, any official charity partner, or the charity of their choice—by using NYRR's



partner fundraising platform powered by [CrowdRise](#). More than \$25 million was raised by charity runners during the 2013 New York City Marathon.

As a kick-off to the charity partner program, and to celebrate their inaugural year as the marathon's new title sponsor, Tata Consultancy Services will provide 26 lucky runners with a Team for Kids fundraising donation and non-complimentary entry in the 2014 TCS New York City Marathon. Runners who were not accepted through the drawing and those who did not apply during the application period can enter a sweepstakes to win one of the Team for Kids entries.

“Our premier partnership with NYRR and sponsorship of the TCS New York City Marathon allows us to engage with communities in the New York area and across North America to raise awareness about health and fitness in a unique way,” said Surya Kant, President, North America, UK and Europe. “By supporting NYRR’s Team for Kids and the Marathon’s charity running program, we can immediately start to make an impact.”

Tata Consultancy Services will fulfill each contest winner’s \$2,620 fundraising commitment to Team for Kids. Winners will only be responsible for their own race entry fee. Winners will be able to add to the TCS donation to Team for Kids by fundraising on their own. The winning runners will be supported by the Team for Kids coaches and training program. On race day, they’ll receive VIP treatment and join in the camaraderie of hundreds of Team for Kids teammates—all while running to make a difference in kids’ lives. The sweepstakes, which is now open to the public, will close on Friday, March 28, at 11:59 p.m. EDT. Winners will be notified on Monday, March 31. Runners can enter the sweepstakes [here](#) and review the rules and details [here](#).

Social Media and Digital Engagement

The entire TCS New York City Marathon “Class of 2014,” including those who wish to run for charity, will be invited to engage in a variety of celebratory social media and digital initiatives.

Applicants who have been accepted are invited to download an official TCS New York City Marathon digital badge that they can personalize and share on social media. Those who were not accepted and choose to run for charity have the option to download a digital badge identifying them as a charity runner. Runners who receive entry are also able to upload “Welcome, Class of 2014” Marathon headers on their Facebook and Twitter profiles.

In coordination with the entry drawing, NYRR will launch an integrated TCS New York City Marathon social hub on tcsnycmarathon.org which will run through Marathon day. Runners will be encouraged to post on Twitter and Instagram about their training, race-week experience, post-race thoughts, and more using the hashtag #TCSNYCMarathon. The best tweets and Instagrams will be posted on the site. The site will also feature a “Race Pace Ticker,” providing a running count of the number of tweets and Instagrams about the Marathon.

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, an estimated 47,500 to 50,000 runners from around the world tour 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. Tata Consultancy Services, a leading global IT services, consulting and business solutions organization is the Premier Partner of NYRR and is in the inaugural year as title sponsor of the TCS New York City Marathon.

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