

Custom Content for Races Now Available in RaceJoy

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RaceJoy Press Contact: Shelly Harris
Phone: 321-695-9944
Email: shellyharris@racejoy.com



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Multimedia Content Capabilities Now Offered in Three Key Areas

December 14, 2017 – Moorestown, NJ – RunSignUp’s RaceJoy, the industry’s leading mobile application for running, cycling and triathlon events, announces the addition of custom content sections so that participants and spectators can quickly access race day information. RaceJoy is exclusively focused on the race day experience and offers live GPS tracking, progress updates and cheer sending for participants and spectators. Race organizers receive race day monitoring, news and communications tools, tracking of the operations team and sponsor opportunities.

RaceJoy now offers races with the ability to add custom content for three key areas: general race information, schedule of events, and frequently asked questions. All are self-administered by the race and edits can be made at any time through race day. Content is flexible and can include links to websites, videos, images and text.

The general content area is an ideal location for key race information and showcasing a sponsor’s logo. The schedule section is helpful for people to quickly see the events that are going to take place such as the expo, packet pickup, pasta party, and the awards ceremony. Each schedule event includes its location so that users can use their phone’s navigation system from a single click. Adding the most important frequently asked questions about the race helps alleviate the support required by the race and provides added convenience for participants and spectators.

“Releasing these three areas of customization is part of our overall strategy to provide a more tailored mobile experience for each race and to bring added convenience to participants and their supporting friends and families before, during and after the race,” said James Harris, creator of RaceJoy.

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Race organizers self-administer these content areas from the RaceJoy dashboard with an easy-to-use administration tool. The three custom content areas are in addition to the existing customization components available to races, which currently include race logo, linkable banner ads, interactive customizable course maps, GPS-based progress alerts recognition, and user social media posts. Races also can [add custom geo-cheer points on the course](#) as an element of gamification or guidance.

About RunSignUp's RaceJoy

RaceJoy, a RunSignUp product, is changing the race experience through advanced mobile technologies specifically for running, cycling and triathlon race events. With more than 500,000 users RaceJoy is designed to provide real-time, interactive information and connection for participants, spectators, and race organizers on race day. RaceJoy offers innovative features such as live GPS tracking, GPS-based progress alerts, Send-a-Cheer, tracking of the operations team, news and race day communications, and Race Day Monitoring. With an emphasis on quality, RaceJoy was built upon native mobile technology for an authentic, interactive mobile experience. For more information about RaceJoy, visit www.racejoy.com and the company behind RaceJoy at www.runsignup.com.

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