

FOR IMMEDIATE RELEASE

RaceJoy Press Contact: Shelly Harris

Phone: 321-695-9944

Email: shellyharris@triperta.com

26.2 with DONNA Offers RaceJoy

Finishing Breast Cancer and Connecting Friends and Family

February 10, 2015 – Jacksonville, Fla. – The 8th Annual 26.2 with DONNA, the national breast cancer marathon, is offering RaceJoy for its participants and supporting friends and family for its second year. RaceJoy, a mobile application for endurance road race events offering users features like live runner tracking, progress alerts, cheer sending, and instant results, is available on Apple and Android devices. The organizers of the 26.2 with DONNA Marathon Weekend, to be held beginning on February 13, 2015, are bringing RaceJoy back for its second year, courtesy of SpectraShield, to connect their participants with spectators in an innovative way.

The 26.2 with DONNA is a non-profit organization in northeast Florida producing the only marathon event in the U.S. dedicated solely to raising funds to finish breast cancer. The race offers a variety of courses and is expected to draw 12,000 runners from across the globe. The 26.2 with DONNA was one of the first marathon events to offer RaceJoy, an early adoption of the technology that helped fuel RaceJoy's launch and continued growth to more than 100,000 downloads from users in more than 65 countries. The marathon weekend begins with an extensive two-day expo starting on February 13 and offers an opportunity for all fitness capabilities to help finish breast cancer. The race event attracts a significant number of spectators for friends and family to show support for race participants – most of whom have been affected from breast cancer in some way.

“It is an honor to be a part of such a great cause. The 26.2 with DONNA race weekend is a well-known event and a significant force toward finishing breast cancer. We hope that by sponsoring RaceJoy for the event, we can help family and friends show support on race day like never before,” said Bob Klopfenstein, chief executive officer of SpectraShield.

-More-

26.2 with DONNA is offering RaceJoy as part of the event weekend to provide participants and spectators the benefits of innovative mobile conveniences and the ability to connect with one another during the race. Participants and their friends and family are able to quickly get key information about the race and receive automatic progress alerts from the timing company, which will also include updates on the number of manholes – reconditioned by RaceJoy’s sponsor, SpectraShield – participants have crossed over. Those running the full marathon will run across 461 manholes, some of which will be decorated. In addition, with RaceJoy’s PhoneTrak upgrade users can take advantage of features including live phone GPS tracking, NearMe proximity alerts, and sending of audio cheer clips. Supporters of participants who are not able to make it to the race can also use RaceJoy to track them live and send cheers remotely.

“26.2 with DONNA offers people an opportunity to contribute toward ending breast cancer and give their love and support to one another. Most race participants have in some way experienced breast cancer – they, themselves, or someone they care about. This race is a very personal experience and RaceJoy provides a wonderful opportunity to help connect participants and those who love and care about them, which makes it all the more relevant to offer it for a second year,” said Donna Deegan, founder and event chairman.

About 26.2 with DONNA

The 26.2 with DONNA mission is to passionately produce world-class events to raise funds for groundbreaking breast cancer research and empower those living with breast cancer. Seventy percent of all race proceeds go to the Mayo Clinic for bench top cancer research. Thirty percent of all race proceeds go to The DONNA Foundation to help breast cancer patients with critical financial needs. For more information, visit www.breastcancermarathon.com.

About RaceJoy

TriPerta, located in greater Orlando, Florida, is the creator of RaceJoy, and is changing the race experience through industry integration, advanced mobile technologies and custom software development specifically for the road race industry. Founded by James and Shelly Harris, TriPerta’s flagship mobile product, RaceJoy, is designed to help road race events provide a premium race experience, increase sponsor exposure and communicate real-time with participants and spectators. RaceJoy includes interactive features for participants and spectators such as instant results, live GPS phone tracking, progress alerts and more. For more information about RaceJoy visit <http://www.racejoy.com>.

###