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### **2015 Shipyard Old Port Half Marathon & 5K Offer RaceJoy**

*One of the First Race Events in Maine to Offer an Innovative Mobile Experience*

January 6, 2015 — Orlando, Fla. — The 2015 Shipyard Old Port Half Marathon & 5K is offering RaceJoy, a free mobile App specifically designed for the road race industry and available for iPhones, iPads and Android devices. The Shipyard Old Port Half Marathon & 5K, to be held in Old Port, Maine on July 11 of 2015, is the one of the first race events in Maine to offer RaceJoy. The half marathon draws participants from more than 42 states and 3 Canadian provinces, making this a destination race for many. The Shipyard Old Port Half Marathon & 5K also includes a free summer festival with live bands and entertainment at the Maine State Pier. Race organizers are offering RaceJoy to provide convenient access to race weekend information such as interactive course maps, schedule of weekend events, and answers to frequently asked questions. RaceJoy's real-time interactive capabilities bring a unique experience where participants and spectators can engage with one another with features such as timing system progress alerts, immediate scored results, live phone tracking, fun audio cheer clips, and social media alerts. Whether at the race site or in another state or country, spectators are able to show their support and share in the participant's race experience from the convenience of their mobile device.

The Shipyard Old Port Half Marathon & 5K is a summertime runner's favorite and offers visitors and locals alike an opportunity to experience the beauty of Maine in July by participating in the race or by attending the free Summer Festival. The course travels along sweeping views of the Casco Bay, its many islands, ferries, and lobster boats –enabling the race participant to fully embrace the ambiance of Maine. The title sponsor, Shipyard Brewing Company, will host the Shipyard Beer Garden giving participants a taste of Maine with its locally brewed, hand crafted beer. Race organizers are offering the full RaceJoy mobile experience to help communicate the event's weekend activities and to provide a unique experience that most participants will be experiencing for the very first time.

“We produced the Shipyard Old Port Half Marathon & 5K with the runner and spectator in mind. We have an idyllic natural setting of Maine and we picked a summer month to provide ideal weather conditions. We have an amazing sponsor with the Shipyard Brewing Company and as a locally established company they provide an extra level of the overall Maine experience. We chose to offer the full RaceJoy mobile experience because we wanted to create a unique experience not available at other races. It offers a comprehensive solution addressing all aspects of the race experience, from information about our festival, to runner tracking and sending cheers. Also, many of our participants are from outside of Maine and RaceJoy enables supporting friends and family to share in the race experience even if they aren't able to travel to Maine for the event,” said Erik Boucher, Race Director of Shipyard Old Port Half Marathon & 5K.

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The Shipyard Old Port Marathon & 5K is offering the full premium RaceJoy experience from convenient access to race information to its full interactive features, including live progress alerts as participants cross timing points on the course, automatic postings to Facebook and Twitter walls, and immediate finisher results. In addition, participants and spectators can choose to upgrade for \$0.99 for RaceJoy's PhoneTrak features that include live GPS runner tracking, NearMe proximity alerts and audio cheer clips.

"The Shipyard Old Port Marathon & 5K is organized and sponsored by the local people and companies of Maine. They put together an event and festival that provides the quintessential Maine summer experience. Clearly, the event is one that offers an experience that is unsurpassed by most events in the country and we are looking forward to being there with RaceJoy. Offering RaceJoy demonstrates their commitment to provide a premium race experience that encompasses the participant and their supporting friends and family and we are excited to be a part of such a quality event," said Co-Founder of RaceJoy, James Harris.

### **About Shipyard Old Port Half Marathon & 5K**

The Shipyard Old Port Half Marathon & 5k is Portland's premier summertime running event that cuts through the heart of the Old Port district and West End neighborhood and features sweeping views of the Casco Bay its many islands, ferries, sailboats, lobster boats, tug boats, and paddlers, the Presumpscot River, the City of Portland skyline, and the Back Cove. The event is hosted from Portland's Ocean Gateway Terminal, a busy facility on the waterfront with daily ferry service to Canada. Founded in 2011 the event has attracted participants from 42 different states and 3 Canadian provinces, it is expected to sell out in 2015 with a cap of 3,500 participants. The event is organized by [GiddyUp Productions LLC](#), presented by [Shipyard Brewing Company](#), and sanctioned by the [Road Runners Club Of America](#). Its sister race is Shipyard Maine Coast Marathon & Half Marathon. For more information, please visit <http://www.oldporthalfmarathon.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>.

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