

FOR IMMEDIATE RELEASE

RaceJoy Press Contact: Shelly Harris

Phone: 321-695-9944

Email: shellyharris@racejoy.com



Reno-Tahoe Odyssey Relay Offers RaceJoy's Live Team Tracking

Leading Race Day Mobile Application Available at 178 Mile Relay Run Adventure

May 31, 2018 – Moorestown, NJ – RaceJoy, a RunSignUp product, is the industry's leading race day mobile app and is being offered by race organizers of the 14th Annual Reno-Tahoe Odyssey Relay Run Adventure (RTO). More than 250 teams of runners will combine their efforts to complete the 178-mile relay looping from Reno to Lake Tahoe and back to Reno on June 1 and 2. Race organizers are offering nearly 3,000 participants and their supporting family and friends real-time tracking and interaction using RaceJoy's relay team tracking and cheer sending.

RTO relay teams will use RaceJoy to help manage the coordination of the teams, get real-time progress updates, and to communicate with active runners without interrupting their progress. By using RaceJoy's GPS phone tracking feature, team members will be able to see the entire team and team van's location at any time on race day to help manage the hand-off at exchange points. In addition, since RaceJoy virtually ties the team's phones together, teams will receive in-app progress notifications every five miles and at the exchange points that include information such as team pace, current location and team estimated finish time. The active participants will hear progress updates at every mile that are specific to their leg, including leg elapsed time, leg pace and last mile split time. Team members and supporting spectators can also encourage the active runner or communicate with one another when using RaceJoy's Send-a-Cheer feature by sending either pre-recorded sound files or custom text-to-speech cheer messages.

"RaceJoy helps us to enhance the fun experience that embodies the spirit of the Reno-Tahoe Odyssey. This is a social experience where groups of people combine their efforts to embark on a challenge together. We are excited to be offering RaceJoy as it helps the teams logistically in completing this challenge, and it connects them so they can support one another and enjoy the

experience that much more. In addition, we are especially looking forward to using the live GPS tracking feature for tracking active runners since our event extends into evening hours,” said Eric Lerude, RTO Race Director.

The RTO has a course filled with rich history and picturesque views, including passing along the Emigrant Trail and Pony Express Route and running around most of Lake Tahoe. It starts at Wingfield Park along the Truckee River in downtown Reno, passes through Truckee, Tahoe City, South Lake Tahoe, Genoa, Carson City and Virginia City before returning to Reno and finishing at Idlewild Park. Teams typically have two vans with six participants in each van for the 36 leg course, and each leg averages about five miles. Each runner typically complete three legs.

“We’ve been very focused on creating features specially around the needs of relay teams and are excited to see races like Reno-Tahoe Odyssey Relay embrace RaceJoy’s offerings to its fullest. The race organizers are passionate about delivering a first-class race day experience that is simultaneously challenging and fun for their participants. We look forward to hearing the responses from the teams as they use RaceJoy for this race for the first time,” said James Harris, creator of RaceJoy.

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. Exclusively designed around the race day experience, RaceJoy provides real-time, interactive information and connection for participants, spectators and race organizers on race day. RaceJoy offers innovative features such as live phone tracking, GPS-based progress alerts, Send-a-Cheer, 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 the app at www.runsignup.com.

###