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Race Day Events Offers RaceJoy at Wisconsin 2016 Races

Bringing Innovation to the Race Experience

January 21, 2016 – Fitchburg, WI – Race Day Events, an event production company, is offering RaceJoy’s GPS course tracking and cheers for participants and spectators at 11 key running and triathlon races in the Wisconsin area in 2016. RaceJoy is a mobile application for running, cycling and triathlon events offering innovative race day features like real-time runner tracking, GPS-based progress alerts at every mile and cheer sending. Race Day Events is offering RaceJoy as a free service to all race participants that carry their phone on race day and for their supporting family and friends.

Spectators using the RaceJoy app are able to track up to 20 runners/cyclists at a time by watching the race participant’s blue dot move along the course map. Spectators and participants tracking others also receive NearMe alerts when a tracked participant is drawing near so that they do not miss them as they pass by. In addition, participants and spectators receive continual GPS progress alerts from every mile on the course that provide time elapsed, pace and estimated finish time- helping participants to strategize their race and spectators to know when to get to the finish line or next milestone.

RaceJoy’s popular Send-a-Cheer feature is used to send participants encouragement and motivate them prior to and on race day. Users can select from pre-recorded audio clips or create a personalized message and send through RaceJoy’s Text-to-Cheer feature. Cheers are sent instantly and can be replayed after the race.

“We see RaceJoy as an advanced solution to address both our participants’ and spectators’ needs while creating a fun experience that is not available at all races. Race Day Events mission is to provide satisfying and innovative experiences for people who run the race and the people who are supporting them. RaceJoy will help us bring the participant and spectator together to share in the experience of the race and to help encourage our race participants. We are excited to bring this advanced technology to the Wisconsin running community,” said Ryan Griessmeyer, founder of Race Day Events.

The Race Day Event races that are offering RaceJoy include:

- New Years Day Dash – January 1, 2016 – Middleton, WI
- Lake Monona 20K Run and 5K Run/Walk – May 7, 2016 – Monona, WI
- Madison Marathon Events (Spring) – May 28 & 29, 2016 – Madison, WI
- Madison Marathon Events (Fall) – November 13, 2016 – Madison, WI
- Wisconsin Triathlon Series:
 - Lake Mills Triathlon – June 5, 2016 – Lake Mills, WI
 - Wisconsin Triterium Triathlon – June 25, 2016 – Verona, WI
 - Pardeeville Triathlon – July 9, 2016 – Pardeeville, WI
 - Tri-ing for Children’s Triathlon – July 30 & 31, 2016 – Dousman, WI
 - Sugar River Triathlon – September 4, 2016 – Belleville, WI
 - Devil’s Challenge Triathlon – September 17 & 18, 2016 – Baraboo, WI

The Madison Marathon Events are owned by Madison Festivals, Inc. and produced by Race Day Events.

“Race Day Events decision to offer RaceJoy’s advanced course tracking and cheers demonstrates their innovative approach to the race experience and a dedication to not just the race participants, but to the supporting spectators. It is amazing to see the usage level at race events where organizers offer RaceJoy for free. There is nothing else out there like RaceJoy and it is organizations like Race Day Events that encourage the race industry to continue to grow and improve,” said Bob Bickel, founder of RunSignUp.

RaceJoy offers a free-to-the-race option in which the participant and spectator pay 99 cents for live runner tracking, GPS-based progress alerts at every mile, Send-a-Cheer, NearMe alerts, and MeetUp. RaceJoy’s [buyout pricing](#) varies and is based upon the number of participants and the course distance.

About Race Day Events, LLC

Race Day Events, LLC is an event production and equipment rental company located in Fitchburg, Wisconsin. Race Day Events' mission is to be one of the leading producers and providers of entertainment and recreation events. Each season, the Race Day Events team fully produces more than 30 of our own races and provides equipment and services for many more events nationwide. Race Day Events works with all types of events from small, community 5K/10K run/walks, to large, multi-day bike rides, triathlons, mud runs, and full marathons. At each event we produce, our goal is to put the participant first by creating accurate and well supported courses that are safe and fun. Our experienced staff strives to distinguish our events and host satisfying, innovative recreational experiences. For more information visit www.racedayeventsllc.com/content/about.

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. RaceJoy is designed to provide real-time, interactive information and connection for participants and spectators on race day. RaceJoy offers new, innovative features such as live GPS tracking, GPS-based progress alerts, Send-a-Cheer, text-to-cheer, NearMe proximity alerts, and MeetUp mapping. 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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