

## FOR IMMEDIATE RELEASE

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### **1<sup>st</sup> Place Sports Offers Race Favorites in Mobile App RaceJoy**

*Subaru Distance Classic, Jacksonville Bank Marathon and Gate River Run*

November 5, 2013 — Orlando, Fla. — TriPerta, creators of RaceJoy, and 1<sup>st</sup> Place Sports, well known as the “running headquarters” in Jacksonville, Fla., announces three Florida race favorites are now available in RaceJoy, a mobile App for running and triathlon race events. The Thanksgiving favorite, Subaru Distance Classic, the Boston Marathon qualifier, Jacksonville Bank Marathon, and the largest 15K in the country, Gate River Run, are now available in mobile form through RaceJoy. With RaceJoy, participants are able to quickly get key information about the race, automatic progress alerts and instant results data. Friends and family can share in the race experience through innovative mobile features, including live GPS tracking, proximity alerts, sending a remote cheer and more. For more than 30 years 1<sup>st</sup> Place Sports has delivered high quality events and encouraged the sport of running. Offering RaceJoy at these key events marks its continued commitment to providing an experience that will motivate and encourage newcomers and seasoned runners alike.

These 1<sup>st</sup> Place Sports events are held in Jacksonville, Fla. and attract Floridians and participants from around the globe. The Subaru Distance Classic offers its 30<sup>th</sup> year as a Thanksgiving favorite and an ideal marathon training run. The Jacksonville Bank Marathon and Half Marathon is known as one of the fastest marathon courses in the U.S. and attracts many Boston Marathon qualifier hopefuls. And the bucket list race, Gate River Run, is the largest 15K in the country with more than 16,000 participants. Each event has its own race within RaceJoy and includes key event information such as schedules, course maps, post race information, and local places of interest.

RaceJoy’s comprehensive mobile solution offers race participants and spectators new conveniences and innovations such as the ability to see a participant’s result data within seconds of crossing the finish line and receive progress alerts during key timing system points. In addition, by tapping into the technology of the phone, RaceJoy’s Phone Fun upgrade includes live GPS tracking and proximity alerts, helping to overcome the common challenge of spectators missing their athlete as they run or walk by.

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“We get serious athletes and many new to the running sport at these key events, and their objectives may range from obtaining a PR to finishing the race. We saw RaceJoy as a way we can not only provide added value, but a way in which we can help them achieve these goals and create a positive experience. From the serious athlete who may be propelled to go that much faster knowing others are watching his/her progress to a novice runner feeling equally motivated to finish the race. We are pleased to offer RaceJoy to help create a unique and positive experience for our participants that, in the long run, will encourage them to keep running,” said Doug Alred, Owner of 1<sup>st</sup> Place Sports.

“We appreciate the opportunity to showcase RaceJoy at these Florida favorites. As one who ran the Jacksonville Bank Marathon pacing my Father-in-Law to his first Boston Marathon, this course favorite holds a special place in our family’s running history. Having someone watching you naturally motivates you to move faster and helps you get through those inevitable tough moments. I’m hoping RaceJoy will give runners that extra edge on race day and will help spectators to share in the experience,” said James Harris, founder of TriPerta (Creators of RaceJoy).

## **About 1<sup>st</sup> Place Sports**

1st Place Sports has been recognized as one of the Best Running Stores in America. With more than 30 years as Jacksonville's Running Headquarters, the company has five retail stores in Jacksonville and manages more than 50 races in Jacksonville each year, including the Gate River Run, the Jacksonville Bank Marathon, the Subaru Distance Classic, and the Jacksonville Grand Prix series of races. 1<sup>st</sup> Place Sports is dedicated to the growth of the sport in the local community and hosts close to 100 events a year, including classes, clinic, training programs and group runs. For more information, visit [www.1stplacesports.com](http://www.1stplacesports.com)

## **About RaceJoy**

TriPerta, located in greater Orlando, Florida, is the creator of RaceJoy, and is changing the race experience through advanced mobile technologies. RaceJoy is designed specifically for running and triathlon events, and includes innovative features such as instant results, live GPS tracking, progress alerts and more. With an emphasis on quality, RaceJoy was built upon native mobile technology for an authentic, interactive mobile experience. For more information about TriPerta visit [www.triperta.com](http://www.triperta.com) or RaceJoy at [www.racejoy.com](http://www.racejoy.com).

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