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2014 Space Coast Marathon & Half-Marathon Offers RaceJoy

Central Florida Entrepreneurs Offer Unique Race Experience

November 19, 2014 — Orlando, Fla. — The sold out Space Coast Marathon & Half-Marathon is for the second year offering RaceJoy, a mobile application available for iPhones, iPads and Android devices. The organizers of the Space Coast Marathon & Half-Marathon have played an integral role in RaceJoy's initial launch into the running race industry. Last year's Space Coast Marathon & Half-Marathon, produced by the Running Zone Foundation and Space Coast Runners, was the first marathon event in the United States to offer RaceJoy. Now, in its 43rd year and the oldest marathon in Florida is once again offering RaceJoy so that participants and spectators can have an innovative and interactive race experience, including live runner tracking, progress alerts and cheer sending.

Don and Denise Piercy, founders of the Running Zone Foundation, supported fellow Central Florida entrepreneurs, James and Shelly Harris, creators of RaceJoy, by offering a product test site at the Running Zone Race Series and by offering it at the 2013 Space Coast Marathon & Half-Marathon (first marathon event in the country to offer the RaceJoy experience). The two organizations have the common component of being husband and wife teams who have elected to pursue their own business ventures after gaining experience in the corporate environment. The Piercy's have established a strong running presence in the Melbourne area that includes two retail footwear stores, event management and timing services, and the producing of several running events, including the sold out Space Coast Marathon & Half-Marathon. Their early adoption and support have helped fuel RaceJoy's launch and continued growth with now more than 100,000 RaceJoy downloads and a demonstrated high demand from participants and spectators at events nationwide.

"When we first heard about RaceJoy we saw that this was something very new and different for the road race industry. The Space Coast Marathon & Half-Marathon offers an opportunity for participants to experience a memorable race and draws a significant number of supporting spectators. RaceJoy is a perfect addition with many benefits — from providing information about the race to giving supporting family and friends the ability to share in the race experience through interactive features. We couldn't do these things a few years ago and it is exciting to offer the latest in technology and see the benefits it can bring to an event. We are also very glad to support fellow entrepreneurs with like minded goals," said Don Piercy, Race Director of Space Coast Marathon & Half-Marathon.

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The Space Coast Marathon & Half-Marathon offers a memorable running experience with a scenic waterfront route encompassed by an entertaining theme of Space that includes an impressive shuttle countdown and lift off race start. Race organizers are offering RaceJoy to provide convenient access to race related information, including schedules, course maps, FAQ, and local places of interest information. The event is also providing RaceJoy's 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.

"We are truly grateful to the Running Zone Foundation for their steadfast support during our initial rollout of RaceJoy. Their early adoption of technology and entrepreneurial spirit was instrumental in bringing RaceJoy to the market and, as we like to say, change the race experience. Their organization delivers a unique and superior quality experience at every event they produce. It is this dedication that has helped to grow the Space Coast Marathon & Half-Marathon to a consistent sold out status each year. Some of RaceJoy's very first users were participants and spectators at last year's event, and we are looking forward to their response to the many advancements we've made over the last year," said Co-Founder of RaceJoy, James Harris.

About Space Coast Marathon & Half-Marathon

Space Coast Marathon & Half-Marathon is a Running Zone Foundation and Space Coast Runners event. It is Florida's oldest marathon and its inauguration year was 1971. The event is one of the most beautiful USATF certified waterfront courses on the east coast of Florida. The race starts at the historic Cocoa Village and ends around the Riverfront Park amphitheater. With the backdrop of the Kennedy Space Center, the Space Coast Marathon & Half-Marathon offers a unique space-themed experience. For more information, please visit www.spacecoastmarathon.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>.