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2015 Celebration Marathon & Half Marathon Offers RaceJoy

Orlando's First Marathon to Offer Innovative Race Experience

January 13, 2015 – Orlando, Fla. – The 2nd Annual Town of Celebration Marathon & Half Marathon is the first marathon event in Orlando to offer RaceJoy, a unique mobile application available for Apple and Android devices. The Town of Celebration Marathon & Half Marathon will be held on January 25, 2015 and runs through the one of the most beautiful neighborhoods in America, as selected by Forbes magazine. In its second year, the Celebration Marathon is sold out and is providing RaceJoy as a way to offer its participants and spectators an innovative and interactive race experience, including live runner tracking, progress alerts, instant results and sending of audio cheer clips.

RaceJoy, developed by an Orlando-based family business, is excited to bring a new race experience to the Orlando running community. RaceJoy has made its debut at running race events across the nation, and in its second year in the industry, has had more than 100,000 downloads from users in more than 65 countries. The Town of Celebration Marathon & Half Marathon is the first race in Orlando to offer the full RaceJoy experience.

“We are excited to be providing the RaceJoy experience at our event as it offers a high quality experience that is in line with our event’s focus on delivering a premium race experience in the heart of Orlando. Race participants and spectators can share in the race day in ways they have never done before. We are especially excited to support local entrepreneurs who have brought innovation to the running industry,” said Ken Zambito, Race Director of Celebration Marathon & Half Marathon.

Through RaceJoy, the organizers of the Celebration Marathon are offering quick access to key race information such as schedules, interactive course maps, and answers to frequently asked questions. In addition, participants and spectators are treated to several key mobile innovations such as progress alerts sent from the timing system points on the course, and instant results as participants cross the finish line.

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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. By using RaceJoy, families and friends are able to show their encouragement and support whether they are at the race site or from the convenience of their home.

"We are excited to be a part of the Celebration Marathon & Half Marathon. As an Orlando-based company with ties to local running groups, we are happy to be a part of a local event that offers a premium experience that is focused on the participants' experience. We are looking forward to hearing the responses from fellow runners and walkers as they try RaceJoy out for the very first time," said James Harris, Co-Founder of RaceJoy.

About The Town of Celebration Marathon & Half Marathon

The 2nd Annual Celebration Marathon is a Celebration Foundation event; it is an all-volunteer-based organization aiming to fundraise a minimum of \$32,000 to fund scholarships for high school seniors across Osceola County. The Celebration Foundation raises funds for scholarships to be awarded to students who excel in community involvement and volunteer activities. Both races run through Celebration Village and are USATF certified courses. For more information, please visit <http://www.celebrationmarathon.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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