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26.2 Run with DONNA in Mobile App RaceJoy

Finishing Breast Cancer and Connecting Friends and Family

January 2, 2014 — Jacksonville, Fla. — 26.2 with DONNA and TriPerta (creators of RaceJoy) announce the 7th Annual 26.2 with DONNA race weekend is now available in RaceJoy, offering a mobile experience for race participants and spectators. 26.2 with DONNA is a private non-profit organization in Northeast Florida producing the only marathon in the U.S. dedicated solely to raising funds to end breast cancer. The race offers a variety of courses over the weekend of February 22, 2014 and is expected to draw 12,000 runners from across the globe. RaceJoy, a mobile App found in Google Play and iTunes, will provide participants and spectators mobile conveniences and entertainment with key features such as instant results, timing notifications, live GPS tracking and Send-a-Cheer.

The 26.2 with DONNA to end breast cancer race event begins with an extensive two day Health and Fitness Expo starting on February 21 and offers an opportunity for all fitness capabilities to help finish breast cancer. Participants can choose from a 5K and Family Fun Run or 110 Ultra distances on February 22 or the full marathon, half marathon and relay on February 23. The race event draws a significant amount of spectators where friends and family show their support for race participants (most of whom have been affected by breast cancer in some way). One hundred percent of raised funds and race proceeds for all 26.2 with DONNA events go to breast cancer research and care.

26.2 with DONNA is offering RaceJoy as part of the event weekend providing participants and spectators the benefits of innovative mobile conveniences and the ability to connect with one another during the race. Participants and their friends and family are able to quickly get key information about the race, receive automatic progress alerts from timing system points and see a participant's result data within seconds of crossing the finish line. In addition, RaceJoy's Phone Fun upgrade includes live GPS tracking, proximity alerts, and Send-a-Cheer feature where friends and family can send fun, pre-recorded cheers to participants. Supporters of participants who are not able to make the race can also use RaceJoy to track them live and send cheers remotely.

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“26.2 with DONNA offers people an opportunity to contribute toward ending breast cancer and give their love and support to one another. Most race participants have in some way experienced breast cancer – either they, themselves, or someone they care about. This race is a very personal experience and there is a greater emotional engagement between participants. RaceJoy provides a wonderful opportunity to help connect participants with those who love and care about them. We are very excited to bring a new, positive experience to the race weekend,” said Donna Deegan, founder and event chairman.

“It is an honor to have RaceJoy as part of such an important cause. 26.2 with DONNA race weekend is a well known event and a significant force towards ending breast cancer. We hope RaceJoy will help friends and family show their support to their loved ones out on the course. This is why we created RaceJoy. To help encourage and connect with those we care about. We are looking forward to helping make a difference in ending breast cancer and bringing Joy to the weekend,” said James Harris, co-founder of TriPerta (creators of RaceJoy).

About 26.2 with DONNA

The 26.2 with DONNA mission is to passionately product world-class events to raise funds for groundbreaking breast cancer research and empower those living with breast cancer. Seventy percent of all race proceeds go to the Mayo Clinic for bench top cancer research. Thirty percent of all race proceeds go to The DONNA Foundation to help breast cancer patients with critical financial needs. For more information, visit www.breastcancermarathon.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 or RaceJoy at www.racejoy.com.

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