

FOR IMMEDIATE RELEASE



## **RaceJoy Mobile App Now Offers PhoneTrak Events**

### *Races Loaded per Participant and Spectator Requests for Live Phone Tracking*

November 6, 2014 — Orlando, Fla. — TriPerta, a software development company for the road race industry, announces the 3.0 PhoneTrak release of RaceJoy, a mobile application specifically designed for participants and spectators of running and triathlon race events. The company launched this new PhoneTrak release in response to users' requests to offer live runner or cyclist tracking at more events, and focuses in on the spectator sharing in the race day experience. For a small fee, spectators can track participants' phones live on a course map, receive 'Near Me' proximity alerts as they approach and send entertaining, motivational audio cheer clips. PhoneTrak events are being loaded into RaceJoy based upon requests from race organizers, participants and spectators.

RaceJoy PhoneTrak events focus in on the spectator's ability to show support to a race participant, including the ability to track a runner or cyclist live on a course map and a MeetUp feature for help in finding a participant at an event's site. RaceJoy PhoneTrak events also have the very popular Send-a-Cheer function for sending fun, motivational audio cheer clips to participants before, during and after the event. In addition, spectators receive 'Near Me' audio alerts when participants are within a desired proximity range, ensuring they do not miss them on the course. This proximity alert feature is highly used by relay teams.

"Our goal with RaceJoy was to change the race experience for not just the participant, but for the spectator during the race. This new release is centered on the spectator. We've had so many requests to offer more races in RaceJoy and this version lets spectators get a taste of what is available at the Featured Events. It gives us great satisfaction when people send us emails requesting races to be loaded and when they share stories about how much RaceJoy helped them through a rough moment on the course or stories like having a spouse being able to track a loved one while being stationed in Afghanistan. It is why we built RaceJoy," said James Harris, Co-Founder of RaceJoy.

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Previously, RaceJoy was only available for Featured Race Events that contracted for a comprehensive premium technology experience that includes official race progress alerts, immediate results, automatic Facebook and Twitter progress postings and integration with registration, photos and other related race services. RaceJoy's new PhoneTrak Event option is ideal for running and triathlon events wishing to provide an option specifically for live runner or cyclist tracking based upon the person's phone GPS signal. There is no cost to have events loaded. The race organizers or participants simply send their requests to RaceJoy at [addrace@racejoy.com](mailto:addrace@racejoy.com) and the course map gets loaded within two weeks time.

"We are really excited to announce this release of RaceJoy. The idea of RaceJoy came about many years ago when my daughters and I were cheering James on during the Great Floridian Ironman and we missed him at the finish line because we weren't aware he was actually finishing sooner than expected. This release of RaceJoy helps spectators avoid situations like this, and enables the supporting family and friends from all over the world to show their support for race participants who are accomplishing something very positive in their lives," said Shelly Harris, Co-Founder of RaceJoy.

### **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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