

## **FOR IMMEDIATE RELEASE**

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### **Inaugural Bridgehampton Half-Marathon in RaceJoy**

*The First Race in New York to Offer Advanced Mobile Experience in RaceJoy*

March 25, 2014 — Bridgehampton, NY — The inaugural Bridgehampton Half-Marathon, to be held on May 10, is now available in RaceJoy, a mobile App for iPhones, iPads and Android devices. This new spring event is produced by Hamptons Marathon Inc., and is the first race in New York to provide a mobile experience in RaceJoy. The Bridgehampton Half-Marathon is offering RaceJoy so that participants and spectators have an enhanced race experience with convenient access to key event information, timing progress alerts and instant results as participants cross the finish line. With RaceJoy's "Phone Fun" upgrade, spectators are able to track participants' progress on the course and send them audio cheer clips, sharing in the race experience.

#### **About Bridgehampton Half-Marathon**

The Inaugural Bridgehampton Half-Marathon is to be held on May 10, 2014 in Bridgehampton, New York. The course is flat and fast and offers participants the opportunity to experience the storied villages of Sagaponack and Bridgehampton, while running by potato fields, stunning estates, horse farms and white sand beaches. Proceeds benefit the Bridgehampton Museum and Southampton Hospital. The Bridgehampton Half-Marathon is being produced by Diane Weinberger and Amanda Moszkowski, creators of the Hamptons Marathon & Half, a fall favorite that has sold out each of its seven years; and Matt Linick, founder and organizer of the Fall Foliage Half-Marathon in Rhinebeck and the acclaimed Memorial Day Races in Berkshires. For more information, visit <http://bridgehamptonhalf.com>.

#### **About RaceJoy**

TriPerta, located in greater Orlando, Florida, is the creator of RaceJoy, and is changing the race experience through advanced mobile technologies. Founded by James and Shelly Harris, RaceJoy is designed to help road race events differentiate their race experience, drive participation, increase sponsor exposure and communicate real-time with participants and spectators. RaceJoy 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 RaceJoy visit [www.racejoy.com](http://www.racejoy.com).

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