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Press Contact: Shelly Harris
Phone: 321-695-9944
Email: shelly@runsignup.com



Cape Cod Marathon Weekend Offers Innovative Race Experience

First Massachusetts Race to Provide RaceJoy Mobile Experience

October 20, 2015 – Falmouth, MA – The Cape Cod Marathon Weekend, produced by the Falmouth Track Club, is offering RaceJoy, the road race industry’s leading GPS tracking app. The Cape Cod Marathon Weekend, to be held on October 24-25th, is the first race in Massachusetts to offer this innovative race experience. Race organizers are offering RaceJoy in its 38th year to add to the race participant’s experience and to embrace the spectators both at the race site and from the convenience of their home – encompassing supporting fans from across the United States and the globe. Key features participants and spectators will be treated to include race-timed progress alerts, live phone tracking, immediate results, fun audio cheer clips, key race information, and social media alerts.

“We are very excited to offer RaceJoy’s comprehensive features at the Cape Cod Marathon. We haven’t seen anything out there with an ability to support our runners on multiple fronts like RaceJoy does. Our course is a circular one and RaceJoy will help people track participants and support them at different locations along the course using RaceJoy’s MeetUp and NearMe alerts. There are interactive features for our local runners and spectators and others that help us to include remote spectators also in the race experience. I’m excited to be giving our participants and their supporting friends and family the best race tools available on the market,” said Matt Auger, Cape Cod Marathon Director.

Those who use RaceJoy have convenient access to information about the race, the expo, local places of interest and much more. Participants can quickly look up their bib numbers and get results within moments of crossing the finish line. RaceJoy also helps create an interactive connection among the participants and spectators through features such as progress alerts, live phone tracking, NearMe alerts, and the ability to send audio cheer clips. The Cape Cod Marathon race organizers are providing all of RaceJoy’s features as a complimentary experience for participants and spectators.

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The 2015 Cape Cod Marathon Weekend offers multiple courses so that runners and walkers have choices to meet their fitness goals, including the full Marathon, the Marathon Relay, the Half Marathon, and the Clam Chowdah Challenge – an individual running the full and half marathons. Over the years, race organizers have grown the event to its current first-rate status attracting world-class runners and members of the 50 State Marathon Club. With the addition of RaceJoy, this 38th year of this historic race promises to be a memorable experience.

“We are honored for the opportunity to have RaceJoy embraced by the Cape Cod Marathon race organizers, its participants and their supporting friends and family. This is a historic race that is on the bucket list for many runners and it is clear that race organizers are focused on the runners’ needs and dedicated to delivering a quality tracking experience so that participants and spectators can share, encourage and cheer together. Our goal is to provide real-time connection on race day and we are looking forward to delivering a unique experience for all,” said James Harris, Co-Founder of RaceJoy.

About Cape Cod Marathon Weekend

The Cape Cod Marathon began in 1978, run for first 6 years at Otis AFB, and since then, on a scenic one-loop certified course in Falmouth. This year marks the 37th running and is hosted by the Falmouth Track Club. The Falmouth Track Club is composed of individuals and families who participate in and support running, road racing, and walking. We seek people of all ages to join us in accomplishing our goals of athletic achievement, personal satisfaction, and enjoyment of running and walking.

About RunSignUp’s RaceJoy

RaceJoy, a RunSignUp product, is changing the race experience through advanced mobile technologies specifically for running, cycling and triathlon race events. RaceJoy is designed to provide real-time, interactive information and connection for participants and spectators on race day. RaceJoy offers new, innovative features such as live GPS tracking, GPS-based progress alerts, audio cheer sending, NearMe proximity alerts, MeetUp mapping, immediate results and delivering of official race timing alerts. 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 and the company behind RaceJoy at www.runsignup.com.

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