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Fifth Third Capital City River Run Offers RaceJoy's Tracking for Free

First Road Race to Offer Free GPS Phone Tracking, Alerts and Cheers

September 15, 2015 – Lansing, MI – Race organizers of the Fifth Third Capital City River Run, to be held on September 20, 2015, are providing participants and spectators an innovative tracking experience through RaceJoy, a RunSignUp product. RaceJoy is the leading GPS tracking solution that focuses exclusively on running, cycling and triathlon races. The Fifth Third Capital City River Run is the first to offer RaceJoy's advanced GPS tracking features and cheers as a complimentary service for participants and spectators where typically there is a 99 cents upgrade for these features.

“We are very excited about offering the RaceJoy experience at this years Capital City River Run. RaceJoy helps us capture and deliver a race experience people aren't typically offered at other races and we wanted to provide something different that would add to the race experience. We are delighted to be the first race to provide free tracking and cheers to our participants,” said XXXX, Director of the Capital City River Run.

As a RaceJoy “PhoneTrak Race”, the Fifth Third Capital City River Run provides participants and spectators who access the race many interactive race day features. Key features include live phone tracking on an interactive map view, GPS-based progress alerts at every mile along the course with information like pace and estimated finish time, fun, pre-recorded audio cheer clips and NearMe alerts as a participant draws near. Typically, in order to experience the PhoneTrak features, both the participant and spectator must purchase a 99-cents per race upgrade fee.

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The Fifth Third Capital City River Run uses RunSignUp's registration services and RunSignUp purchased RaceJoy earlier this year. As an existing customer, the Fifth Third Capital City River Run utilized RunSignUp's race dashboard to "RaceJoy Ready" its race and is able to monitor usage and use RaceJoy promotional tools with ease.

"Runners and walkers are now expecting races to provide some form of runner tracking and the Fifth Third Bank Capital City River Run has embraced true innovation with RaceJoy and demonstrates a commitment to its participants by providing these features as a complimentary service – an option we just implemented this last Quarter. Its great to see a RunSignUp customer take full advantage of the added services, like RaceJoy, we as a company are dedicated to providing to race organizers," said Bob Bickel, Founder of RunSignUp.

The Fifth Third Bank Capital City River Run offers four options for participants on race day – a marathon, marathon relay, half marathon and 5K. Courses offer scenic routes featuring paved trails, parks and treks along rivers and beautiful wooded areas. They also showcase some of Lansing's most scenic attractions, including the Lansing River Trail, Scott Woods and Hawk Island Park.

About Capital City River Run

The Capital City River Run is held in Lansing, Michigan starting on Sunday, September 20, 2015 in front of the Lansing Community College. Capital City River Run offers multiple options for race participants to choose from on race day – a marathon, marathon relay, half marathon and 5K. The courses offer scenic routes featuring paved trails, parks and treks along rivers, and beautiful wooded areas. It features some of the area's most scenic attractions including the Lansing River Trail, Scott Woods and Hawk Island Park. There are also two kids run options, including the Sohn Kids' Mile and the Kids' Sprint (approximately 100 yards). General proceeds from the event benefit the Impression 5 Science Center. For more information, visit <http://www.ccriverrun.com>.

About RunSignUp

RunSignUp is the leading innovator of online tools for Races and Running Clubs. Services include RunSignUp for race registration, RunSignUp Go for Race Day, RunSignUp RD Go for Timers, RunSignUp Clubs to enable membership management, and RaceJoy for mobile race experiences. More than 4,000 race directors, timers, and running club officers use these services today, including leading organizations like the Boilermaker Road Race, Pittsburgh Three Rivers Marathon, Inc., Fifth Third River Bank Run, The Graffiti Run, The Glo Run, Leone Timing, and many more. Services are free except for processing fees when conducting monetary transactions such as race registration or club membership renewals. RunSignUp is founded by runners for runners, using technical capabilities to bring the power of cloud computing to benefit the running community. For more information, visit www.runsignup.com.

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