

## **FOR IMMEDIATE RELEASE**

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### **2014 Credit Union Cherry Blossom Ten Mile Run Now in RaceJoy**

*Providing a Unique Mobile Experience*

March 3, 2014 — Washington, DC — The organizers of the 2014 Credit Union Cherry Blossom Ten Mile Run announce a mobile version of this landmark event is now available in RaceJoy, a mobile App for iPhones, iPads and Android devices. This 42<sup>nd</sup> year of the “Runners Rite of Spring®” is offering a unique experience for 15,000 participants and their supporting spectators. With a setting in our Nation’s capital and rich in history, the Credit Union Cherry Blossom Run now converges history with new innovative mobile technology. RaceJoy will help to connect participants with their friends and family so that they can share their progress and achievements with real-time alerts, live tracking and other advanced features. They also have the conveniences of key race information, schedules, course maps, and post race celebration information at their fingertips. The Credit Union Cherry Blossom Ten Mile Run’s addition of RaceJoy promises a distinctive blending of tradition with innovation for participants and spectators.

The Credit Union Cherry Blossom Ten Mile and 5K Run-Walk, a fundraiser for the Children’s Miracle Network Hospitals, is a nationally and internationally treasured event. Hosted on the Washington Monument grounds, the event’s course has participants travel by many of the Nation’s monuments and cross the Potomac River. For more than forty years this event has created a forum for thousands of people to create fond memories and to encourage new generations to experience the Credit Union Cherry Blossom Ten Mile Run for the first time. For repeat participants, USA 10 Mile Championship competitors, and those scheduled to participate for the first time, this coveted event offers a memorable experience that now expands the traditional race experience to include new mobile conveniences and entertainment.

Through RaceJoy, the organizers of the Credit Union Cherry Blossom Ten Mile Run are offering quick access to key race information such as schedules, local places of interests, race FAQs, course information and more. In addition, participants and spectators are being treated to several key mobile innovations such as progress alerts sent from timing system points on the course, and instant results as participants cross the finish line. With RaceJoy’s “Phone Fun” upgrade, friends and family members of participants are able to share in the Credit Union Cherry Blossom Ten Mile Run experience with features such as live GPS tracking, proximity alerts and Send-a-Cheer. By using RaceJoy, family and friends are able to show their encouragement and support whether they are at the race site or from the convenience of their home.

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“The Credit Union Cherry Blossom Ten Mile Run is one of our nation’s premier events, and we try to stay on the forefront of creating model race experiences. This merging of history and innovation creates a unique opportunity for our participants and their supporting friends and family members to experience the Credit Union Cherry Blossom race weekend together and with ease. In addition, as the host of both the men’s and women’s USA 10 Mile Championships this year, we have many serious athletes that will appreciate the timely results and ability to quickly view their milestone performance. We are very pleased to offer our participants the chance to experience the event in RaceJoy by providing a mobile version of this very special race,” said event director Phil Stewart.

“It is truly an honor to have the Credit Union Cherry Blossom Ten Mile Run in RaceJoy. The setting for this event is one that reminds participants of our country’s history, strength, and the ability to change and lead through innovation. The Credit Union Cherry Blossom race organization has for many years led the road race industry in evolving and growing the sport of running and is well respected for its leadership. The adoption of RaceJoy demonstrates the organization’s ongoing commitment to improve the road race experience and we are very pleased to be a part of enhancing the race experience through mobile technologies,” said James Harris, Co-Founder of TriPerta (creators of RaceJoy).

**About the Credit Union Cherry Blossom Ten Mile**

The Credit Union Cherry Blossom is known as “The Runner’s Rite of Spring®,” and is the only truly elite road race in our Nation’s capital. The staging area for the event is on the Washington Monument Grounds and the course passes in sight of all of the major Washington, DC Memorials. The event serves as a fundraiser for the Children’s Miracle Network Hospitals, a consortium of 170 premier children’s hospitals across the United States. About one-third of the funds raised support Washington, DC’s own Children’s National Medical Center (“Children’s Hospital”). The event also funds two \$5,000 Road Runners Club of America “Roads Scholar” grants designed to support up-and-coming U.S. distance running talent.

Credit Union Miracle Day, Inc., a consortium of credit unions and credit union suppliers, is the title sponsor of the Credit Union Cherry Blossom Ten Mile Run and 5K Run-Walk. PSCU is the lead financial partner of Credit Union Miracle Day, Inc. Supporting sponsors include New Balance, Gatorade, Navy Federal Credit Union, Larabar, Potomac River Running and BAE Systems.

Complete information about the Credit Union Cherry Blossom 10 Mile Run and 5K Run-Walk can be found at: <http://www.cherryblossom.org>.

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**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 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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