

## **FOR IMMEDIATE RELEASE**

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### **36<sup>th</sup> Annual Freihofer's Run for Women Offers RaceJoy**

*Advanced Mobile Experience for Prestigious All-Female 5K Road Race*

April 14, 2014 — Albany, NY — The 36th Annual Freihofer's Run for Women is offering RaceJoy, a mobile application available for Apple and Android devices. To be held on May 31, 2014, Freihofer's Run for Women is one of the world's most prestigious all-female 5K road races and combines top international and American women distance runners with more than 4,000 women from the New York capital region of Albany and across the nation. Race organizers are now offering RaceJoy to provide a unique experience and mobile conveniences for the varying fitness levels of race participants and their supporting family and friends. Those who use RaceJoy will have access to key race information and advanced features, such as audio progress alerts, instant results, and live GPS tracking. Freihofer's Run for Women is one of the first road race events to offer this advanced mobile experience in the state of New York.

“The Freihofer's Run for Women has a strong history of attracting all types of runners and there is both a seriousness and likeminded female fellowship that is present at this event. We saw that RaceJoy provided a new experience for both the competitor and the recreational runner. Whether an Olympian champion who wants instant award division results or the first time race participant who would like to receive a fun audio cheer clip, RaceJoy offers something for each of our participants. In addition, RaceJoy offers a new way for spectators to be more engaged, and we hope this will encourage many spectators to try out the sport of running themselves,” said longtime Event Director of Freihofer's Run for Women, George Regan.

The Freihofer's Run for Women offers multiple courses, including the 5K, the Junior 3K, Community Walk and a Kid's Run, and it hosts the USATF Adirondack Grand Prix and USATF Adirondack Road Race Championship. Understanding that there is a social element to running, race organizers are offering RaceJoy to help connect participants with supporting friends and family. Participants can quickly look up their bib numbers and get results within moments of crossing the finish line. RaceJoy will also help create an interactive connection between the participant and spectators through features such as race participant progress alerts, live GPS tracking, proximity alerts as they are drawing near and the ability to send audio cheer clips.

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“It is an honor to be a part of such a well-known, respected race event. Being married to a runner and as the father of three girls, I understand the importance of encouraging women to be physically active and share their fitness experience with others. The Freihofer's Run for Women organization is a highly respected organization and clearly very dedicated to encouraging new runners to the sport with its outreach to young children programs. We appreciate the opportunity to bring RaceJoy to this event and to help encourage the many women that will be there to compete for a top finishing place and for those that are boldly stepping into the running experience for the very first time,” said James Harris, Co-Founder of RaceJoy.

### **About Freihofer's Run for Women**

Freihofer's, a leading baker of wholesome products, is committed to fostering the growth and recognition of women in sports and inspiring all generations of women to experience the benefits of exercise and good nutrition. Freihofer's continues to set the pace by sponsoring the annual Freihofer's Run for Women 5K. Now in its 36th year, the event, which is home to the Master's World & U.S. All-Comers record, features thousands of women of all ages and abilities from Olympians to recreational joggers, who challenge themselves on the picturesque 3.1-mile course. For more information about the 36th annual Freihofer's Run for Women, 27th annual Kids' Run, 26th annual Community Walk, 4th annual Freihofer's Junior 3K Run and the USA 5K Race Walk Championships, visit [freihoersrun.com](http://freihoersrun.com).

### **About RaceJoy**

TriPerta, a family business 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, audio 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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