

## FOR IMMEDIATE RELEASE

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### **Gate River Run Offers Innovative Experience in Mobile App RaceJoy**

*The Largest 15K Offers a New Mobile Experience*

February 25, 2014 — Jacksonville, Fla. — 1<sup>st</sup> Place Sports, the company behind Gate River Run, announces Gate River Run is available in RaceJoy, a mobile App available in iTunes and Google Play. This March 15<sup>th</sup> race is the largest 15K in the United States and is expected to attract more than 24,000 participants for its featured events. Gate River Run is serving as the USA 15K National Championship with America's top Olympic athletes competing for \$85,000 in prize money. 1<sup>st</sup> Place Sports is adding to this bucket list event by offering innovative and convenient mobile experiences through RaceJoy. Participants and spectators have convenient access to key race information and are able to share in the race experience through innovative features such as progress updates, instant results, and live tracking.

This bucket list event attracts runners and walkers of all ages and fitness levels and offers many courses to choose from, including the famous 15K, the Florida Times-Union 5K for Charity, the Junior River Run and the Brooks Rehabilitation Challenge Mile. Participants and spectators can find essential information about each event in RaceJoy, including schedules, course maps, expo and packet pick up information, and much more. Spectators are able to track runners and walkers as they cross timing milestones or through live GPS tracking for those that carry their phone. Finishers are able to see their finishing times within seconds of crossing the finish line. RaceJoy's Phone Fun also offers the ability to send fun audio cheer clips to encourage and congratulate participants.

“This is the 37th year of Gate River Run and each year we continue to invest in evolving the race experience for both participants and spectators. We feel RaceJoy offers the most comprehensive mobile solution available and it appeals to the range of participants that come to this event. We get serious athletes and many new to the running sport at these key events, and their objectives range from wanting to win the National 15K Championship to running their first one mile race. We are able to appeal to their individual needs in RaceJoy and provide a unique experience along the way,” said Doug Alred, Owner of 1<sup>st</sup> Place Sports.

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“As a leading innovator in road race management, 1<sup>st</sup> Place Sports was one of the first companies to try RaceJoy and we truly appreciate their willingness to be an early adopter of new technology. Gate River Run is a significant race that people go to create a unique experience and feel a sense of accomplishment. We are looking forward to being part of such an impressive event that attracts people from all types and hope that we contribute to creating a memorable experience for participants and spectators alike,” said James Harris, Co-founder of TriPerta (creators of RaceJoy).

### **About 1<sup>st</sup> Place Sports**

1st Place Sports has been recognized as one of the Best Running Stores in America. With more than 30 years as Jacksonville's Running Headquarters, the company has five retail stores in Jacksonville and manages more than 50 races in Jacksonville each year, including the Gate River Run, the Jacksonville Bank Marathon, the Subaru Distance Classic, and the Jacksonville Grand Prix series of races. 1<sup>st</sup> Place Sports is dedicated to the growth of the sport in the local community and hosts close to 100 events a year, including classes, clinic, training programs and group runs. For more information, visit [www.1stplacesports.com](http://www.1stplacesports.com).

### **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 specifically for running and triathlon events, and 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 TriPerta visit [www.triperta.com](http://www.triperta.com) or RaceJoy at [www.racejoy.com](http://www.racejoy.com).

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