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2015 Glass City Marathon Brings Joy to the Race
Organizers Offer RaceJoy for an Innovative Race Experience

April 23, 2015 — Toledo, OH — The Glass City Marathon, a Toledo Road Runners Club event, to be held on April 26, 2015, is once again offering RaceJoy, a RunSignUp mobile race application. This is the second year race organizers offer RaceJoy to provide a unique real-time race day interactive experience for participants and spectators. With features like live runner tracking, timing progress alerts, cheer sending, and instant race results, participants and spectators will be able to have real-time information and interaction during the race. The Glass City Marathon was one of the first marathons in the country to offer RaceJoy in 2014 and race participants embraced the new technology with enthusiasm.

Last year's Glass City Marathon had an impressive 123% usage of RaceJoy (includes spectators). By integrating with the event's official timing solution, provided by Gault Timing, RaceJoy was able to issue a total of 29,500 progress alerts within moments of participants crossing timing mats on the course. In addition, supporting friends and family sent more than 3,000 audio cheer clips in RaceJoy to help motivate and encourage participants. This early adoption and support of RaceJoy helped fuel RaceJoy's continued growth with now more than 150,000 downloads in more than 65 countries.

“When we first heard about RaceJoy, we saw that this was something very new and different for the race industry and our participants loved it last year. We like to bring innovation to the running experience to help build a memorable experience for our participants. RaceJoy is focused on the participant and spectator experience and interactions, making things easier and more enjoyable. We are excited to include it as part of the Glass City Marathon overall experience, “ said Race Director of Glass City Marathon, Clint McCormick.

As a Featured Event in RaceJoy, the Glass City Marathon is providing a premium experience that includes real-time, interactive capabilities on race day. By integrating with Glass City Marathon's timing services, RaceJoy is able to deliver a comprehensive mobile experience with official race timing alerts as participants cross over timing mats and scored results information within moments of crossing the finish line- bypassing the need to stand in results lines. In addition, RaceJoy provides an interactive connection

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between participants and spectators through features such as live GPS runner tracking on a course map, NearMe proximity alerts as the participant draws near, and the ability to send fun audio cheer clips.

The Glass City Marathon offers multiple courses so that runners and walkers have choices to meet their fitness goals, including the Marathon, the Owens Corning Half-Marathon, the five-person marathon relay, a 5K race and a Kid's run. Those who use RaceJoy will have convenient access to information about each of the courses, the race expo, local places of interest, frequently asked questions, and much more.

“RaceJoy’s days of inception began with the support and contributions of family members in the Toledo area. This, along with our personal history of running the Glass City Marathon and then the race’s early adoption of RaceJoy technology means this race is especially important to us. We are looking forward to being at the expo and finish area on race weekend so we can meet with runners face-to-face and be a part of an amazing event that has grown to be seen as a keystone to the community,” said original founder of RaceJoy, James Harris.

About Glass City Marathon

The Glass City Marathon is produced by the Toledo Road Runners Club and has been an integral part of the Toledo community and history since 1971. The race event is known to bring significant economic impact to the local community and provide support for a number of local charities. There are many courses for race participants to choose from, including the Marathon, the Owens Corning Half-Marathon, a five-person marathon relay, a 5K race and a Kid's run. In 2009, the race organizers moved the race back to its original setting of University of Toledo and have since experienced consistent sold out capacity for its half-marathon event and marathon relay. For more information visit www.glasscitymarathon.org.

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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