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Medical Mutual Glass City Marathon: Julie Champa
Phone: 419.290.8629
Email: Julie@glasscitymarathon.org

RaceJoy Press Contact: Shelly Harris
Phone: 321-695-9944
Email: shellyharris@triperta.com

2014 Medical Mutual Glass City Marathon Offers RaceJoy

The First Ohio Race to Offer Advanced Mobile Experience

April 7, 2014 — Toledo, OH — The Medical Mutual Glass City Marathon, produced by the Toledo Road Runners Club, is now available in RaceJoy, a free mobile App for iPhones, iPads and Android devices. This 38th year of the Glass City Marathon, with its special dedication to local fire fighters, is offering a unique mobile experience to race participants and spectators. The race event, held at the University of Toledo, brings race innovation to Ohio with RaceJoy's convenient access to race event information and comprehensive advanced mobile features such as audio progress alerts, immediate results and live GPS tracking. RaceJoy is a family run business that includes local Toledo residents and is making its debut at running races across the country. The Medical Mutual Glass City Marathon is the first race in Ohio to offer RaceJoy.

“We like to step outside the box and bring advancement to the running experience in NW Ohio. The Medical Mutual Glass City Marathon was the first NW Ohio race to offer chip timing and we are excited to now offer a unique mobile experience with RaceJoy. We felt RaceJoy offered much more than the typical mobile texting options and provides comprehensive value for our participants and their supporting spectators. It is also nice to be able to extend the mid western welcome to a family business that has been cultivated by local Toledo residents,” said Race Director of Glass City Marathon, Clint McCormick.

The 2014 Medical Mutual 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. Over the years race organizers have grown the weekend event to its current sold out levels. Those who use RaceJoy will have convenient access to information about the race, the expo, local places of interest and much more. Participants can quickly look up their bib numbers and get results within seconds 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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“Our family from the Toledo area has significantly contributed to RaceJoy’s inception and growth and it means a great deal to all of us to showcase RaceJoy in their home town. In addition, many of us have had the opportunity to run in the Glass City Marathon over the years and we are looking forward to seeing something we built being used at a race that has grown into a tradition for people in Ohio and throughout the country. We are very grateful to Clint for being open to new technology and for the opportunity to offer RaceJoy at such a special race,” said James Harris, Co-Founder of RaceJoy.

About Medical Mutual Glass City Marathon

The Medical Mutual 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 RaceJoy

TriPerta, 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, 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.

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