

## **FOR IMMEDIATE RELEASE**

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

### **Houston Half Marathon & 10K Offer RaceJoy**

*First Texas Race to Offer Advanced Mobile Experience*

September 16, 2014 — Houston, TX — Houston Striders Running Club, organizers of Luke's Locker-Koala Health and Wellness Center Houston Half Marathon and 10K, announce its offer of RaceJoy for this year's event. RaceJoy is a free mobile App specifically designed for the road race industry and is available for iPhones, iPads and Android devices. The Luke's Locker-Koala Health and Wellness Center Houston Half Marathon & 10K will be held on October 26, 2014 and is the first race in Texas to offer RaceJoy. Race organizers are providing a premium experience for race participants and their supporting spectators with interactive features like timing system progress alerts, live phone tracking, fun audio cheer clips, social media alerts, and immediate access to results. In addition, participants are provided convenient mobile access to race related information.

“Our race is one that attracts both seasoned runners and those new to the race experience. We decided to offer RaceJoy, at the suggestion of our timing partner, so that we could provide something new and different for both types of participants. From immediate results for the competitive runner to interactive supporting features like runner tracking and fun cheers for the newer runner or walker that might want a little extra encouragement. Houston is a runner friendly community and we are very excited to bring this new experience to the area,” said Race Director, Suraiya Culp.

The Houston Half Marathon & 10K, sponsored by Luke's Locker and Koala Health & Wellness Centers, offers a fast, mostly flat course in the shadow of Houston's downtown skyscrapers and then runs through the largest urban green space in Houston, Memorial Park. The course starts at historic Sam Houston Park and travels into downtown Houston and then out through Memorial Park finishing with a beautiful view of the city skyline. Race organizers are providing convenient access to race information within RaceJoy, such as packet pickup information, parking and answers to frequently asked questions. On race day spectators can track runners through RaceJoy and show their support at the race site or from the convenience of their home. Participants can post their progress on Facebook and Twitter and receive their result information within moments of crossing the finish line.

“We are thrilled to be working with the Luke's Locker-Koala Health and Wellness Center Houston Half Marathon and 10k and to have RaceJoy used for the first time in Texas. As runners themselves, the Houston Striders understand first hand what race participants really want on race day and as one of the top three States in road racing, we are really excited about introducing RaceJoy to Texas runners. We hope RaceJoy brings a new level of tracking and interaction for participants and spectators,” said James Harris, Co-Founder of RaceJoy.

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**About Houston Half Marathon & 10K**

Luke's Locker-Koala Health and Wellness Center Houston Half Marathon and 10k is organized by the Houston Striders running club and is one of the Texas's more popular half-marathon races. The course offers a fast, mostly flat course in the shadow of Houston's downtown skyscrapers and features long and features long stretches along the Buffalo Bayou, the main waterway that flows through the center of the city. The course is designed to attract competitive and novice runners with a walker friendly time limit. The Houston Striders are a city-wide running club with more than 400 members. The event is timed by DoMore Race Services. For more information, please visit [www.houstonhalf.com](http://www.houstonhalf.com).

**About RaceJoy**

TriPerta, located in greater Orlando, Florida, is the creator of RaceJoy, and is changing the race experience through industry integration and advanced mobile technologies. Founded by James and Shelly Harris, RaceJoy is designed to help road race events provide a premium race experience, drive participation, increase sponsor exposure and communicate real-time with participants and spectators. RaceJoy includes interactive features for participants and spectators such as instant results, live GPS phone 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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