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Central Florida Affiliate of Susan G. Komen Race for the Cure Offers RaceJoy

Susan G. Komen Central Florida Affiliate Offers Premium Race Experience

July 23, 2014 — Orlando, Fla. — The Central Florida Affiliate of Susan G. Komen announces its 2014 Race for the Cure event will offer RaceJoy, a free mobile App for iPhones, iPads and Android devices. RaceJoy, developed by an Orlando-based family business, has been making its debut at running race events across the nation. The Race for the Cure organizers are offering RaceJoy so that race participants and supporting spectators can share in the event's experience through interactive features like live phone tracking, progress alerts, fun audio cheer clips, and immediate access to results. In addition, participants have convenient access to race related information such as packet pickup information, parking and answers to frequently asked questions. Race for the Cure is a 5K distance event to be held on October 12, 2014.

The Central Florida Race for the Cure, sponsored by Wawa, draws thousands of people who have in some way been affected by breast cancer. The majority of funds raised will be focused on having a direct impact on the local community with 75% of net income going towards funding grants to local hospitals and community organizations that provide breast health education and breast cancer screening and treatment programs for medically underserved women. The remaining net income supports the national Komen Grants Program, which funds groundbreaking breast cancer research, meritorious awards and educational and scientific programs around the world. Participants will come to walk or run as a survivor or in support of someone they know who has been impacted by breast cancer. Several thousands will show their support on race day and race organizers are providing RaceJoy so that they can share in the race experience.

“The Central Florida Komen Race for the Cure draws thousands of people who have in some way been affected by breast cancer. It is a great way for people to come and show their support for survivors or others who have been impacted in some way and help raise funds towards helping those in need for our local community. We saw RaceJoy as a way to provide convenience that only mobile can bring, but more so to create an experience where participants and spectators could connect, engage and encourage our walkers and runners alike. I'm especially glad we were able to bring this new technology from a local family business,” said Race for the Cure Events Coordinator, Mindy Smith.

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“We are very excited to see RaceJoy being used at such a well-known, worthwhile event in our local community. It is events like Komen that connect us to life, health and what is really important – the relationships we have with one another and supporting each other through our struggles and our successes. We hope RaceJoy will add to the support participants feel from the Race for the Cure event and the encouragement from their friends and family,” said James Harris, Co-Founder of RaceJoy.

About Komen Race for the Cure

We Live Here. We Race Here. We Save Lives Here.

The Central Florida Affiliate of Susan G. Komen is dedicated to combating breast cancer on every front. 75 percent of the Central Florida Affiliate’s net income goes toward funding grants to local hospitals and community organizations that provide breast health education and breast cancer screening and treatment programs for medically underserved women. The remaining net income supports the national Komen Grants Program, which funds groundbreaking breast cancer research, meritorious awards and educational and scientific programs around the world. Thanks to the thousands of people who participate in the Komen Central Florida Race for the Cure and other Affiliate events each year, dedicated corporate partners and generous donors, Komen Central Florida is playing a vital role in fighting breast cancer in our community. For more information visit <http://www.komencentralflorida.org>.

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.

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