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2015 Shipyard Maine Coast Marathon & Half Marathon Offer RaceJoy

The First Race in Maine to Offer Advanced Mobile Experience

December 18, 2014 — Orlando, Fla. — The 2015 Shipyard Maine Coast Marathon & Half Marathon is offering RaceJoy, a free mobile App specifically designed for the road race industry and available for iPhones, iPads and Android devices. The Shipyard Maine Coast Marathon & Half Marathon, to be held in Kennebunk, Kennebunkport and Biddeford Maine on May 9-10th of 2015, is the first race in Maine to offer RaceJoy. With limited registrants on the course, this coveted race experience offers visitors and locals an opportunity to embrace Maine's coastal experience with breathtaking water views and crashing surf, lobster boats, seagulls, and sea captain's homes. Race organizers are offering RaceJoy to further add to this experience by offering its innovative mobile capabilities specifically designed for road races, such as timing system progress alerts, interactive course maps, immediate results information, live phone tracking, fun audio cheer clips, and social media alerts. Whether at the race site or in another state or country, spectators are able to show their support and share in the participant's race experience from the convenience of their mobile device.

The Shipyard Maine Coast Marathon recently returned as a welcomed response from participants. Race organizers have responded to participants by adding the Shipyard Maine Coast Half Marathon, Bosom Buddy Half Marathon Relay and 39.3 Challenge to the 2015 race event. Organizers also recently announced its title sponsor, the Shipyard Brewing Company, who will be offering a taste of Maine with its locally brewed, hand crafted beer. The Marathon continues to be capped at 1,000 entrants and the Half Marathon is capped at 1,200— creating a unique experience for participants along the coastline of Maine. The Marathon is a 2016 Boston Marathon qualifier and was recently named the 2015 RRCA Maine State Championship race. Organizers are offering RaceJoy to add to this special experience with real-time information for the participants and expand the experience to include remote spectators.

“The Shipyard Maine Coast Marathon is an event steeped in history and 2015 will be a year we are building on this history to respond to the high interest from participants. We've added a second race day and are offering additional course options. We are also very honored and excited to have the Shipyard Brewing Company as our title sponsor. RaceJoy helps us capture and deliver a race experience people aren't able to experience at other events and we are excited to be the first race in Maine to offer such an experience,” said Charles Melton, Race Director of Shipyard Maine Coast Marathon & Half Marathon.

The event is providing RaceJoy's full interactive features, including live progress alerts as participants cross timing points on the course, automatic postings to Facebook and Twitter walls, and immediate finisher results. In addition, participants and spectators can choose to upgrade for \$0.99 for RaceJoy's PhoneTrak features that include live GPS runner tracking, NearMe proximity alerts and audio cheer clips.

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“We are excited to be bringing RaceJoy to Maine and to such a special race event. There are many places to do a marathon or half marathon, but there aren’t many with a setting like this one. This and the Shipyard Old Port Half Marathon are definitely “bucket list” events for any runner. Clearly, with the addition of RaceJoy, the event organizers are focused on the overall experience and participants and their friends and family have an opportunity to create a special memory at the Shipyard Maine Coast Marathon & Half Marathon,” said Co-Founder of RaceJoy, James Harris.

About Shipyard Maine Coast Marathon & Half Marathon

The Shipyard Maine Coast Marathon & Half Marathon is a two-day event held at Kennebunk, Kennebunkport and Biddeford, Maine. The event is produced by GiddyUp Productions LLC, sanctioned by the Road Runners Club of America, and includes a Marathon, Half Marathon, Bosom Buddy Half Marathon Relay and 39.3 Challenge course options. Known for its scenic Maine coastline, participants enjoy breathtaking views of the ocean, crashing surf, lobster boats, rolling hills, and sea captains homes, the Shipyard Maine Coast Marathon & Half Marathon offers participants a unique way to experience Maine. The event is a limited registrant venue with a cap of 1,000 participants for the marathon and 1,200 participants for the Half Marathon. The event’s title sponsor is Shipyard Brewing Company and its sister race is the Shipyard Old Port Half Marathon & 5K to be held on July 11, 2015. For more information, please visit:

<http://mainecoast262.com>.

About RaceJoy

TriPerta, located in greater Orlando, Florida, is the creator of RaceJoy, and is changing the race experience through industry integration, advanced mobile technologies and custom software development specifically for the road race industry. Founded by James and Shelly Harris, TriPerta’s flagship mobile product, RaceJoy, is designed to help road race events provide a premium race experience, 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. For more information about RaceJoy visit

<http://www.racejoy.com>.

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