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Publix Melbourne Music Marathon Weekend in Mobile App RaceJoy

Florida Race Weekend Offers Unique Innovation

December 19, 2013 — Melbourne, Fla. — TriPerta, creators of RaceJoy, and Smooth Running, LLC, the race management company behind the Publix Melbourne Music Marathon Weekend, announce this race event is now in RaceJoy, a mobile App for running and triathlon race events. Smooth Running is providing RaceJoy with its 2014 event so that runners and spectators can enjoy new mobile conveniences and features that many have yet to experience during a race event, such as instant results, live GPS tracking and Send-a-Cheer.

The Publix Melbourne Music Marathon weekend has something for everyone; a Boston Marathon qualifier marathon course, a half marathon, an 8k and a 5k course. The half marathon is also the official USA Track & Field National Masters Half Marathon Championship.

With RaceJoy, participants are able to quickly get key information about the race, receive automatic progress alerts from key timing system points and see a participant's result data within seconds of crossing the finish line. In addition, by tapping into the technology of the phone, RaceJoy's Phone Fun upgrade includes live GPS tracking and proximity alerts, and Send-a-Cheer feature where friends and family can send fun, pre-recorded cheers to participants.

The Publix Melbourne Music Marathon has consistently demonstrated a progressive approach with being one of the most environmentally sustainable races in the southeast, applying initiatives like recycled tech shirts and medals made from recycled materials. The race continues this forward thinking by now offering the innovation and convenience of mobile technology with RaceJoy.

"The Publix Melbourne Music Marathon is a fun weekend of running. We are committed to offering a unique and quality winter race in an ideal location in Florida. We saw RaceJoy as a way we could provide higher value and one that helps family and friends experience the races together even if they aren't running together. We are excited to bring the RaceJoy experience to the weekend," said Mitch Varnes, principal of Smooth Running.

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“We are very much looking forward to seeing participants and their friends and family use RaceJoy at the Publix Melbourne Music Marathon weekend. The variety of distances at this race attracts runners of all ages and status in fitness, creating an opportunity for friends and family to achieve unique health goals. RaceJoy will help them connect, support and experience the event together bringing more joy to their running,” said James Harris, co-founder of TriPerta (creators of RaceJoy).

Race details and entry information is available at www.TheMelbourneMarathon.com.

About Smooth Running

Smooth Running is the producer of several of the most prestigious and unique endurance events in East Central Florida. These events include the Publix Melbourne Music Marathon Weekend, the Florida Today 5k and 8k, the Top End/Paralyzed Veterans Association EuroAmerican Handcycling Championships, the Beach Running World Championships, the USA Beach Running Championships, the Game Day 5k at the Washington Nationals' Space Coast Stadium, the Ron Jon Cocoa Beach Triathlon, the Star Kids Triathlon, and the Rocketman Florida Triathlon. Smooth Running strives to achieve the highest level of sustainability at all events and is recognized as one of the greenest producers of running and endurance events. For more information about Smooth Running, visit smoothrunning.org.

About RaceJoy

TriPerta, located in greater Orlando, Florida, is the creator of RaceJoy, and is changing the race experience through advanced mobile technologies. RaceJoy is designed specifically for running and triathlon events, and 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 TriPerta visit www.triperta.com or RaceJoy at www.racejoy.com.

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