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2015 Zions Bank Ogden Marathon Brings Joy to the Race

Organizers Offer RaceJoy to Provide 10,000 Participants an Innovative Experience

May 12, 2015 —Ogden, Utah — The Zions Bank Ogden Marathon, a GOAL Foundation event, to be held on May 16, 2015, is once again offering RaceJoy, a RunSignUp mobile race application. This is the second year race organizers offer RaceJoy to provide a unique experience for participants and spectators. With features like live runner GPS tracking, timing progress alerts, cheer sending, and instant race results, users will be able to have real-time information and live interaction during the race. The Zions Bank Ogden Marathon, known for offering one of the most scenic courses in the country, provides this innovation to help encourage and motivate participants who come from all 50 states and 13 countries to embrace a healthy lifestyle that includes running. This event was one of the first marathons in the country to offer RaceJoy in 2014 and race participants and organizers embraced the new technology with enthusiasm.

By integrating with the race event’s official timing solution, RaceJoy was able to issue a total of 30,000 progress alerts within moments of participants crossing timing mats on the course in 2014. In addition, supporting friends and family sent more than 2,000 audio cheer clips in RaceJoy to help motivate and encourage participants. This early adoption and support of RaceJoy helped fuel RaceJoy’s continued growth with now more than 150,000 downloads in more than 65 countries.

“Our participants loved RaceJoy last year. It’s important for a race like ours to stay on the forefront of technology and, more importantly, our foundation is very focused on motivating and encouraging the Ogden community and visitors to “Get Out and Live”. RaceJoy connects participants and spectators in a very new and unique way that is in line with our mission. RaceJoy also helps us to provide valuable information for participants and spectators, making things easier and more enjoyable on race day. We are excited to include it as part of the overall experience once again, “ said Jenny Scothern, Executive Director of the GOAL Foundation.

As a Featured Event in RaceJoy, the Zions Bank Ogden Marathon is providing a premium experience that includes real-time, interactive capabilities on race day. By integrating with Zions Bank Ogden Marathon’s timing services, RaceJoy is able to deliver a comprehensive mobile experience with official race timing alerts as participants cross over timing mats and scored results information within moments of crossing the

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finish line – bypassing the need to stand in line for results. In addition, RaceJoy provides an interactive connection between participants and spectators through features such as live GPS runner tracking on a course map, NearMe proximity alerts as the participant draws near, and the ability to send fun audio cheer clips.

The Ogden Marathon offers multiple courses so that runners and walkers have choices to meet their fitness goals, including USATF certified Boston qualifier Marathon, the Half-Marathon, the Marathon Relay, a 5K race and a KidsK run. Known for its scenic course that travels through open roads, green fields, beautiful rivers and the picturesque Ogden Canyon, the race draws participants and spectators from the local community and around the globe. Those who use RaceJoy will have convenient access to information about each of the courses, the race expo, local places of interest, frequently asked questions, and much more.

“The GOAL Foundation is dedicated to encouraging a healthy lifestyle and understands that there is a need for a social connection to motivate people no matter what their current fitness status is. RaceJoy was designed with a vision to help participants share in their race experience with family and friends through features that bring them together seamlessly. We are honored to have the opportunity to help the foundation bring this shared vision to life and are looking forward to seeing RaceJoy embraced at such a scenic course again this year,” said James Harris, original Founder of RaceJoy.

About Zions Bank Ogden Marathon

The Zions Bank Ogden Marathon’s inaugural year was 2000 and is produced by the non-profit GOAL Foundation in Ogden, Utah. The event includes a USTAF certified Boston Qualifier Marathon, a Half Marathon, Relay, 5K and KidsK. Internationally known for its scenic course that includes the picturesque Ogden Canyon, the Zions Bank Ogden Marathon attracts participants from all 50 states and 13 countries. The GOAL Foundation’s mission is to inspire the Greater Ogden Community and its visitors to "Get Out and Live" by participating, volunteering and spectating at recreational events, programs and activities. For more information visit www.ogdenmarathon.com.

About RunSignUp

RunSignUp is the leading innovator of online tools for Races and Running Clubs. Services include RunSignUp for race registration, RunSignUp Go for Race Day, RunSignUp RD Go for Timers, RunSignUp Clubs to enable membership management, and RaceJoy for mobile race experiences. More than 4,000 race directors, timers, and running club officers use these services today, including leading organizations like the Boilermaker Road Race, Pittsburgh Three Rivers Marathon, Inc., Fifth Third River Bank Run, The Graffiti Run, The Glo Run, Leone Timing, and many more. Services are free except for processing fees when conducting monetary transactions such as race registration or club membership renewals. RunSignUp is founded by runners for runners, using technical capabilities to bring the power of cloud computing to benefit the running community. For more information, visit www.runsignup.com.

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