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2014 Zion's Bank Ogden Marathon Offers RaceJoy

The Scenic, Utah Race on the Forefront of Technology

April 22, 2014 — Ogden, Utah — The Zion's Bank Ogden Marathon, produced by the GOAL Foundation, is now available in RaceJoy, a free mobile App for iPhones, iPads and Android devices. The Zion's Bank Ogden Marathon, known for offering one of the most scenic courses in the country, brings race innovation to help encourage and motivate the elite and recreational race participants that come from across all 50 states and 13 countries around the globe. With RaceJoy, race participants and spectators have convenient access to race event information and comprehensive advanced mobile features such as audio progress alerts, immediate results and live GPS tracking.

“It is important for a race like ours to be on the forefront of technology and RaceJoy offers an opportunity for participants and spectators to experience our event in a new, engaging way. More importantly, our foundation is very much focused on motivating and encouraging the Ogden community and visitors to “Get Out and Live”. RaceJoy creates a connection between race participants and spectators we believe will help encourage both elite and recreational race participants providing a special experience that could also convert spectators into participants in future years,” said Jenny Scothern, Executive Director of the GOAL Foundation.

The 2014 Zion's Bank Marathon offers multiple courses so that runners and walkers have choices to meet their fitness goals, including the USATF certified Boston qualifier Marathon, the Half-Marathon, the marathon Relay, a 5K race and a KidsK run. Known for its scenic course that includes traveling through open roads, green fields, beautiful rivers and the picturesque Ogden Canyon, the event draws participants and spectators from the local community and around the globe. Those who use RaceJoy will have convenient access to information about the race, the expo, local places of interest and much more. Participants can quickly look up their bib numbers and get results within moments of crossing the finish line. RaceJoy will also help create an interactive connection on race day between the participant and spectators through features such as race participant progress alerts, live GPS tracking, proximity alerts as they are drawing near and the ability to send fun audio cheer clips.

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“The GOAL Foundation is clearly very dedicated to encouraging a healthy lifestyle and understands a social connection is needed to encourage and motivate people no matter where they are in their fitness goals. RaceJoy was designed with a similar vision in mind and participants of the Ogden Marathon events will be able to share their experience with their family and friends with features like timing progress alerts and live GPS tracking. We are honored to have the opportunity to help the foundation live out its vision and are looking forward to seeing RaceJoy used at such a scenic and impressive course,” said James Harris, Co-Founder of RaceJoy.

About Zion’s Bank Ogden Marathon

The Zion’s 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 and will be held on May 17, 2014. Internationally known for its scenic course that includes the picturesque Ogden Canyon, the Zion’s Bank Ogden Marathon attracts participants from all 50 states and 13 international 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 RaceJoy

TriPerta, located in greater Orlando, Florida, is the creator of RaceJoy, and is changing the race experience through advanced mobile technologies. Founded by James and Shelly Harris, RaceJoy is designed to help road race events differentiate their race experience, drive participation, increase sponsor exposure and communicate real-time with participants and spectators. RaceJoy 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 RaceJoy visit www.racejoy.com.

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