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Mobile App RaceJoy Offers a Unique Race Experience for 2014 DICK'S Sporting Goods Pittsburgh Marathon

Carnegie Mellon graduate's mobile app enhances connection between participants and spectators

Race organizers of the DICK'S Sporting Goods Pittsburgh Marathon have incorporated an innovative mobile app, RaceJoy, to the race weekend experience as participants "Run Home to Pittsburgh" for a series of family-oriented events from May 2-4. RaceJoy, developed by Carnegie Mellon graduate James Harris, is a free mobile App for iPhones, iPads and Android devices.

As participants show their Steel City pride by "Running Home to Pittsburgh," they will experience the latest in mobile race technology, including immediate results and live GPS tracking for friends and family following the race. Participants and spectators will have instant access to events and entertainment throughout race weekend in all of the 13 neighborhoods featured on the 2014 race course.

"RaceJoy meets the unique needs of spectators and participants alike at world-class athletic events, such as the DICK'S Sporting Goods Pittsburgh Marathon," said Patrice Matamoros, CEO of Pittsburgh Three Rivers Marathon. "The mobile app offers a convenient way for us to deliver information about the many activities taking place during race weekend and connects the participants and spectators in a way that has not been done before."

RaceJoy co-founder, James Harris, is an alumnus of the Carnegie Mellon Science Information Networking Graduate program and is proud to return to Pittsburgh to deliver RaceJoy's unique mobile experience.

"It is a truly amazing and humbling journey to bring RaceJoy to the DICK'S Sporting Goods Pittsburgh Marathon," Harris said. "As a graduate of the Carnegie Mellon Information Networking program, we were given the mission of connecting meaningful and needed information to people in convenient and useful ways. I remember running and cycling the neighborhoods of Pittsburgh with great fondness, and I'm looking forward to connecting all the supporting friends and families with race participants."

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Users of the RaceJoy App will have convenient access to information about all race weekend events, including course maps, runner's guide, spectator's guide, bib numbers, award information and time results within second of crossing the finish line. The mobile App will also enhance the connection between participants and spectators with race participant progress alerts, live GPS tracking, proximity alerts as runners draw near and the ability to send audio cheer clips to participants on the course.

About DICK'S Sporting Goods Pittsburgh Marathon

Organized by the Pittsburgh Three Rivers Marathon, Inc., the DICK'S Sporting Goods Pittsburgh Marathon is a world-class event with more than 30,000 runners. The 2014 event will showcase runners from across the country with ties to the City who will "Run Home to Pittsburgh" on Sunday, May 4. The race ignites the spirit of Pittsburgh, spanning 13 neighborhoods, boasting 9 festivals and featuring music-by-the-mile. For more information, please visit PittsburghMarathon.com.

About Pittsburgh Three Rivers Marathon, Inc.

Pittsburgh Three Rivers Marathon, Inc. is a nonprofit organization that promotes the love of running by offering world-class running events and training opportunities while enhancing community involvement in fitness activities for a wide variety of ages and abilities. The organization offers various activities to foster the sport of running throughout the year, including the DICK'S Sporting Goods Pittsburgh Marathon, the UPMC Health Plan Pittsburgh Half Marathon, GNC Live Well Liberty Mile and EQT Pittsburgh 10 Miler. For more information, visit PittsburghMarathon.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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