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**Prairie Fire Marathon Weekend Offers Unique Race Experience**

*Fidelity Bank Sponsors Comprehensive RaceJoy Mobile Experience*

October 7, 2015 – Wichita, KS – The Prairie Fire Marathon is offering RaceJoy, the road race industry’s leading GPS tracking app. The Prairie Fire Marathon Fall Race Series, to be held on October 11, 2015, is the first race in Kansas to offer RaceJoy’s innovative race experience. Fidelity Bank is sponsoring RaceJoy in order to provide a unique experience for race participants and their supporting family and friends. Key features in RaceJoy include race timed progress alerts, key race information, 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 devices.

“The Prairie Fire Marathon is a one-of-a-kind event that must stay on the forefront of technology and RaceJoy offers an opportunity for participants and spectators to experience our race in a new and engaging way. The app creates a connection between participants and spectators that we believe will encourage and motivate our participants. We are excited about offering the full experience at this year’s event and especially all the interactive features thanks to our RaceJoy sponsor, Fidelity Bank,” said Bob Hanson, Prairie Fire Marathon Race Series Marathon Director.

Those who use RaceJoy will have 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 also helps create an interactive connection among the participants and spectators through features such as race timed progress alerts, live GPS phone tracking, NearMe alerts, and the ability to send audio cheer clips. Typically, in order to utilize the advanced features of live GPS course tracking in RaceJoy, there is an upgrade fee for the user. However, the organizers of the Prairie Fire Marathon and Fidelity Bank are offering these features and more at no cost for all race participants and spectators.

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The 2015 Fall Prairie Fire Marathon Weekend offers multiple courses so that runners and walkers have choices to meet their fitness goals, including the Prairie Fire Marathon, Prairie Fire Half Marathon, and Mayor's 5K Challenge. Over the years, race organizers have grown the event to its current first-rate status attracting members of the 50 State Marathon Club. By offering the full RaceJoy mobile experience, the organizers of the Prairie Fire Marathon and Fidelity Bank are helping to change the race experience and are truly embracing innovation.

“The Prairie Fire Marathon offers a beautiful and fast race course for participants and supporting spectators. RaceJoy was designed to connect participants and spectators in an interactive and informative way, and it is clear that the race organizers are embracing this new experience. We are honored to have the opportunity to help the race continue to grow and look forward to seeing RaceJoy used at our first event in Kansas working with like-minded partners,” said James Harris, Co-Founder of RaceJoy.

#### **About Prairie Fire Marathon Race Series**

In 2010, the Greater Wichita Area Sports Commission took ownership of the Prairie Fire Marathon, which had previously been known as the Wichita Marathon. For the first time, not only was a full marathon race offered, but also a half marathon, 5K, youth marathon and one-mile walk. In 2013 we expanded into the spring running season, offering a half marathon, 5K, youth and one-mile walk. Both the spring and fall events make up the Prairie Fire Race Series. Since the inaugural race in 2010, the Greater Wichita Area Sports Commission has contributed over \$70,000 to other local charities and organizations. For more information, visit [www.prairiefiremarathon.com](http://www.prairiefiremarathon.com).

#### **About RunSignUp's RaceJoy**

RaceJoy, a RunSignUp product, is changing the race experience through advanced mobile technologies specifically for running, cycling and triathlon race events. RaceJoy is designed to provide real-time, interactive information and connection for participants and spectators on race day. RaceJoy offers new, innovative features such as live GPS tracking, GPS-based progress alerts, audio cheer sending, NearMe proximity alerts, MeetUp mapping, immediate results and delivering of official race timing alerts. 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](http://www.racejoy.com) and the company behind RaceJoy at [www.runsignup.com](http://www.runsignup.com).