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10<sup>th</sup> Anniversary of Local Favorite: Run for the Gecko Hawaiian Luau

*Unveils New Mobile Race Experience - RaceJoy*

May 6, 2013 --- Running Zone announces its 10-year anniversary of the Run for the Gecko Hawaiian Luau 5K to be held on May 11, 2013 in Melbourne, Florida. This race is a local favorite and includes a 5K course for runners and walkers and a kid's run with the famous Gecko, Zippy, along with Hawaiian festivities. Running Zone expects to draw more than 1,000 participants on race day. Running Zone is also testing a new mobile race application during this event, called RaceJoy, for live tracking, immediate results and key race day information. The Run for the Gecko race and the RaceJoy mobile App represent the convergence of two key industry trends; the growing trend in the running industry towards experiencing a social and fun experience with family and friends and the ongoing growth in social media and innovative mobile Apps.

“We are very excited about this being our 10th year. We have seen a growing trend where people want both a fun experience while incorporating new technologies. Run for the Gecko offers just that with the luau celebration activities, great prizes and a few surprises. Melbourne has such a strong running community and I'm glad to see the strong participation at this event continues to grow each year. We thought RaceJoy was the perfect icing on the cake for our 10th anniversary,” said Don Piercy, owner of Running Zone.

Running Zone is testing the RaceJoy mobile App during the Run for the Gecko Hawaiian Luau 5K to further create an interactive experience on race day. RaceJoy offers a mobile version of the race with innovations that can only be experienced in a mobile platform. Spectators are able to live track the athletes they are following and receive cowbell notifications when the athlete is nearby. Participants are able to automatically post progress results to Facebook and get instant updates about times and other key information on race day.

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“We are very grateful to the Running Zone in providing RaceJoy its introduction to the running industry. With their support, we are proving out the quality of our mobile systems for race events. RaceJoy is designed to elevate the fun in a race and Run for the Gecko is clearly focused on the experience for both participants and their spectators, which is our primary mission at RaceJoy.” said James Harris, founder of TriPerta (creators of RaceJoy).

### **Race Event Details**

Participants can pre-register for the race online at <http://www.runningzone.com/> or at Running Zone store location at 3696 N. Wickham Rd., Melbourne, FL 32935.

Participants are also able to register on race day, Saturday May 11, 2013, starting at 6:15 a.m. The 5K start time is 7:15 a.m. and the location for the race is at BCC Wickham Park Pavilion at 3865 N. Wickham Rd., Melbourne, FL 32935.

### **About Running Zone**

Running Zone offers comprehensive services and products supporting its vision to help promote fitness and exercise in the community. Along with its running specialty store in the Melbourne area, Running Zone provides race management and finish line services primarily within Brevard County. Running Zone also offers training clinics, weekly fun runs and walks and supports numerous races a year through Running Zone Foundation.

### **About RaceJoy**

TriPerta, located in greater Orlando, Florida, are the creators of RaceJoy. TriPerta specializes in generating powerful combinations of innovative technologies, creative marketing and personal experiences. RaceJoy is designed specifically for running and triathlon events and delivers a mobile version of race events. TriPerta believes all endurance race events should have a mobile version of the race in order to help athletes and spectators experience the race with ease and enjoyment. For more information about RaceJoy visit <http://www.racejoy.com/>.

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