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Running Zone Press Contact: Don Piercy
Phone: 321-751-8890
Email: dpiercy@runningzone.com

RaceJoy Press Contact: Shelly Harris
Phone: 321-695-9944
Email: shellyharris@triperta.com

Space Coast Marathon & Half Marathon Uses Mobile App RaceJoy

Mobile Version of Space Coast Marathon & Half Marathon for Results and Live Tracking

October 23, 2013 — Orlando, Fla. — The sold out Space Coast Marathon and Half Marathon has launched a mobile version of its race in RaceJoy, a mobile App available for iPhones, iPads and Android devices. This 42nd year of the oldest marathon in Florida promises to deliver a unique experience for more than 5,000 runners and walkers. With a scenic waterfront setting and an energizing theme of Space, the race now offers the innovation of mobile technology. RaceJoy helps to connect participants with their friends and family so that they can share their progress and achievements with real-time alerts, live tracking and other innovative features. They also have the conveniences of key race information, schedules, course maps, and post race celebration information at their fingertips. Space Coast Marathon's addition of RaceJoy demonstrates another way in which the event is dedicated to offering a distinctive experience for participants and spectators.

There is a significant trend in the running industry towards creating "experience-based" race events. The Space Coast Marathon & Half Marathon has been a long-time leader in this trend and its popularity is evident in its sold out status. Local Floridians and participants worldwide flock to the Space Coast Marathon & Half Marathon each year. The event's special combination of a beautiful waterfront course and a lively Space theme, including an impressive shuttle countdown and lift off race start, creates a unique experience for participants and spectators. The addition of RaceJoy is a new bonus the event is offering to help deliver yet another memorable experience.

Mobile applications continue to grow with a reach of more than a million applications on Android and Apple devices. The Space Coast Marathon & Half Marathon is on the forefront of these advancements with offering a mobile version of its race in RaceJoy. RaceJoy's mobile innovations will make it extremely convenient to receive progress updates for runners and walkers and to see a participant's result data within seconds after crossing the finish line. By tapping into the technology of the phone, RaceJoy's Phone Fun upgrade includes live GPS tracking and proximity alerts, helping to overcome the common challenge of spectators missing their athlete as they run or walk by.

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“We are delighted to offer RaceJoy for our participants and spectators. RaceJoy offers us the ability to deliver the event in a unique way. Moreover, it is a method in which friends and family can connect with race participants during and after the race so that they can experience it together. It gives the race participant comfort and encouragement knowing someone is watching them and caring about them as they embark on a significant personal challenge,” said Don Piercy, Race Director of Space Coast Marathon & Half Marathon.

“The Space Coast Marathon & Half Marathon is a perfect opportunity to showcase the abilities of RaceJoy. It is such a fun event and it will be very rewarding to see people checking their phones while they track their loved ones on the waterfront course. As a long-time runner, I know what it means to know your family is watching and caring about you and I also know how tracking motivates your performance. These are just some of the experiences we hope RaceJoy will create for Space Coast Marathon & Half Marathon participants and their friends and family,” said James Harris, founder of TriPerta (Creators of RaceJoy).

About Space Coast Marathon and Half Marathon

Space Coast Marathon and Half Marathon is a Running Zone Foundation and Space Coast Runners event. It is Florida’s oldest marathon and its inauguration year was 1971. The event is one of the most beautiful USATF certified waterfront courses on the east coast of Florida. The race starts at the historic Cocoa Village and ends around the Riverfront Park amphitheater. With the backdrop of the Kennedy Space Center, the Space Coast Marathon & Half Marathon offers a unique space-themed experience. For more information, please visit www.spacecoastmarathon.com

About RaceJoy

TriPerta, located in greater Orlando, Florida, is the creator of RaceJoy, and is changing the race experience through advanced mobile technologies. RaceJoy is designed specifically for running and triathlon events, and 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 TriPerta visit www.triperta.com or RaceJoy at www.racejoy.com.