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RaceJoy Press Contact: Shelly Harris

Phone: 321-695-9944

Email: shellyharris@racejoy.com

2015 Altra Top of Utah Marathon, Once Again, Brings Joy to the Race
Organizers Offer RaceJoy for Second Year Delivering an Innovative Race Experience

September 14, 2015 —Logan, UT — The Altra Top of Utah Marathon, a Top of Utah Runners event, to be held on September 19, 2015, is once again offering RaceJoy, the leading GPS tracking application from RunSignUp. Race organizers offer RaceJoy for its participants and spectators to have an innovative and interactive race experience. With features like GPS runner tracking, race timed progress alerts, cheer sending, and instant race results, participants and spectators have access to real-time information and unique interactions before, during, and after the race. The Top of Utah Marathon and its race participants have embraced this new technology with enthusiasm.

The Top of Utah Marathon had an impressive 134% RaceJoy usage rate in 2014 demonstrating a high demand for its advanced technology and convenience (usage rate includes spectators). This early adoption and support of RaceJoy helped fuel its continued growth, with now more than 155,000 downloads in more than 65 countries.

“Last year, our participants and spectators showed an overwhelming response to RaceJoy and very much valued the real-time features it offered. This race is a very special race that is put on by runners. We know what we want to experience at races and RaceJoy delivers that and more. The Top of Utah Runners are dedicated to a quality race experience and we are very excited to be offering the RaceJoy experience once again,” said Jeff McMurdie, Top of Utah Marathon race director.

As a Featured Race in RaceJoy, the Altra Top of Utah Marathon provides a premium experience, providing RaceJoy’s comprehensive real-time and interactive capabilities on race day. Through tight integration with Altra Top of Utah Marathon’s timing service provider, Milliseconds Sports Timing, a Sportstats Company, RaceJoy is able to deliver immediate performance information for participants and spectators, such as official race timing alerts as participants cross over timing mats and scored results information within moments of crossing the finish line. RaceJoy adds to this interactive connection between participants and spectators with features like live GPS runner tracking on a course map, NearMe alerts as the participant draws near, and the ability to send supporting, fun audio cheer clips to participants. The race has also loaded all the key race information for convenient access to information

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such as schedules, frequently asked questions, course information, interactive course maps, and much more.

“The Top of Utah Runners put together a very special race experience at the Altra Top of Utah Marathon and are dedicated to providing participants a quality and enjoyable comprehensive race experience provided through technology integration between partners, RaceJoy and Milliseconds Timing Services. The Top of Utah Runners is a unique running group that shows a true dedication to the sport of running and providing an enjoyable challenge for people to participate in. We are pleased to work with this like-minded organization for a second year and are looking forward to seeing the response from the Logan community on race day,” said Co-Founder of RaceJoy, James Harris.

About Top of Utah Marathon

The Altra Top of Utah Marathon is produced by Cache Valley running club, Top of Utah Runners, and is located in Logan, Utah. 2015 marks the 17th year for the full marathon, and, with its fast course, is very much a Boston qualifier favorite. This Marathon offers a gradual downhill course through picturesque Blacksmith Fork Canyon. Top of Utah Runners is a non-profit organization that is dedicated to promoting physical fitness, mainly through activities associated with running. For more information visit www.topofutahmarathon.com.

About 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 and the company behind RaceJoy at www.runsignup.com.

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