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## RaceJoy Debuts Text-to-Cheer Feature *Leading Runner Tracking App Launches an Industry-First*

November 10, 2015 – Moorestown, NJ – RaceJoy, a RunSignUp product, specifically designed for running and triathlon events is the industry leading race participant tracking solution. The launch of Text-to-Cheer marks yet another industry-first for RaceJoy and gives supporting spectators the ability to send custom cheers to runners. RaceJoy's key features include live phone tracking of runners/cyclists, GPS progress alerts at every mile, NearMe alerts, and Send-a-Cheer audio cheers. Available for all races in the United States, RaceJoy has nearly 170,000 downloads and is being accessed by users in more than 65 countries.

RaceJoy's popular Send-a-Cheer feature allows users to send fun, pre-recorded cheers to participants. Some of the most popular cheer clips include The Banana Song, Go Get 'Em, and You Can Do It. With the launch of Text-to-Cheer, users have the ability to type a custom message and send it through RaceJoy to be delivered as an audio message. The race participant receives the cheer within moments and cheers can be sent at any time, including the days leading up to the race, on race day and afterwards.

“We are excited to release this industry-first Text-to-Cheer feature. The idea of this came to us from a spectator using RaceJoy at a race, and it allows spectators to send personalized encouragement from a distance. It is another example of how RaceJoy is truly built for the running and triathlon industry and illustrates the way in which RaceJoy offers a platform to deliver innovation to the industry,” said Bob Bickel, the founder of RunSignUp.

There is typically a 99 cents per race upgrade fee for RaceJoy's features. There is no additional charge for custom cheers and users can send up to 30 cheers to a given participant per day. Users

can also track up to 20 runners/cyclists at a time. RunSignUp offers a buyout option for race organizers to provide RaceJoy's features as a complimentary service for participants and spectators.

"RaceJoy's Send-a-Cheer is a very popular feature and offers a fun way to cheer on runners and cyclists. This new Text-to-Cheer feature expands RaceJoy's cheering capabilities so that spectators have the flexibility of sending a custom personalized message. We are already seeing many creative messages being sent. This is what RaceJoy is all about – connecting participants and spectators in unique and innovative ways on race day," said James Harris, RaceJoy's creator.

Earlier this year, RaceJoy announced the release of another industry-first with its GPS-based progress alert feature. This technology breakthrough provides real-time progress information from every mile along the course that provides pace and estimated finish time without the need for additional timing equipment.

### **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).

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