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The Driven Integrates with RaceJoy Mobile Application

Technology Platforms Unite to Bring Seamless Experience

October 7, 2014 — Houston, TX, — The Driven, an event registration and race management solution for running, cycling and swimming races and clubs, announces its integration with RaceJoy, a comprehensive mobile application for endurance road race events. RaceJoy enables race events to quickly deliver a premium real-time, interactive experience for participants and spectators, including features like participant tracking, immediate results and automatic social media postings. The two organizations have integrated their technology platforms for events to offer an increased opportunity for registration within the RaceJoy mobile app and for registered participants to receive a seamless, real-time experience in RaceJoy upon registration.

The Driven provides an online technology platform and customizable solutions for race events, clubs and fundraisers. It serves various parts of race and club management goals, including membership, fundraising, volunteer management, training programs, and setting up a race with ease. The Driven is now offering RaceJoy as its key mobile option for events that wish to offer a more advanced mobile experience for their races. The Driven customers now have the advantage of a seamless integration with RaceJoy where registration data is automatically loaded into the system so that participant information is immediately available within RaceJoy.

RaceJoy provides a flexible and personalized option for race events of all sizes to deliver mobile conveniences and innovative features to their participants. Events can select RaceJoy's full technology package with comprehensive features like in-App progress updates, instant results, and live GPS phone tracking. They can also opt for full customization, branding and sponsorship advertising. Customized content includes key event information such as: schedules, course maps, local places of interest, and awards information. Events are able to take advantage of the fundraising and volunteer programs they receive from The Driven by offering them in the RaceJoy mobile platform experience – further increasing the exposure of these initiatives. The integration between these two platforms also ensures a user-friendly experience in which the race participant can quickly find themselves as an official, registered participant in the RaceJoy App within moments of registering for the event.

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About The Driven

The Driven Race and Club Solutions is a Houston based company that specializes in serving the running, cycling, and swimming event/race and club needs. The organization comprises a group of avid marathoners who are dedicated to serving the needs of race directors and club presidents. The Driven was created to be the turnkey solution to all race and club needs; solutions include registration, fundraising portals, volunteer management, club membership, training programs, and customized technology development. The Driven's business solutions strive to make the race and club management goals of its clients a reality. For more information about The Driven and Club Solutions, visit www.thedrive.net.

About RaceJoy

TriPerta, located in greater Orlando, Florida, is the creator of RaceJoy, and is changing the race experience through industry integration and advanced mobile technologies. Founded by James and Shelly Harris, RaceJoy is designed to help road race events provide a premium race experience, drive participation, increase sponsor exposure and communicate real-time with participants and spectators. RaceJoy includes interactive features for participants and spectators such as instant results, live GPS phone 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 RaceJoy visit www.racejoy.com.

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