

**FOR IMMEDIATE RELEASE**



## **RaceJoy Offers Live Phone Tracking at Turkey Trots and Marathons**

*Spectators from Around the Globe to Track and Send Cheers to Race Participants*

November 24, 2014 — Orlando, Fla. — TriPerta, a software development company for the road race industry, announces the availability of its RaceJoy mobile app for upcoming Turkey Trots and marathon running events across the United States. For \$0.99, race participants and spectators can use RaceJoy for live phone tracking of participants as they travel the race course and sending of motivational audio cheer clips. The company has recently loaded course maps for the major Turkey Trots and upcoming marathon events in response to requests received from participants and running events. Spectators from more than 60 countries currently use RaceJoy to track runners and send cheers to their favorite race participants. Events and participants wishing to have course maps added to the RaceJoy platform simply need to send their request to [addrace@racejoy.com](mailto:addrace@racejoy.com).

The company recently launched its PhoneTrak 3.0 release of RaceJoy in response to users' requests to offer live runner or cyclist tracking at more events and focuses in on the spectator sharing in the race day experience. Spectators can track participants' phones live on a course map, receive 'Near Me' proximity alerts as they participants draw near, and send entertaining audio cheer clips. The race participant must carry their phone and purchase the RaceJoy PhoneTrak upgrade. There is no cost to have events loaded in RaceJoy. The race organizers or participants can send their requests to RaceJoy and the course map(s) is loaded within two weeks from the race date.

"Thanksgiving is a big day for running events and for family and friends coming together. RaceJoy helps bring the two together where spectators show their support in a whole new way and from the convenience of their home. Some may not want to brave the cold weather, they are busy with hosting guests or they are just not able to be together this Thanksgiving. Whether they are on the race site or not, RaceJoy helps supporting friends and family to share in the race experience and say "I care about you" to the race participant," said James Harris, Co-Founder of RaceJoy.

Running and Triathlon race events have the option to offer a more advanced, premium experience by becoming a Featured Event in RaceJoy. These Featured Events are receiving usage rates reaching 140% and includes customized content and branding for their event and advanced real-time technology integration. Much of the high usage is a result of the interactive technology experience with features such as official race progress alerts, immediate results, automatic Facebook and Twitter progress postings and integration with registration, photos and other related race services. RaceJoy's new PhoneTrak Event option is ideal for running and triathlon events wishing to provide an option specifically for live runner or cyclist tracking based upon the person's phone GPS signal.

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### About RaceJoy

TriPerta, located in greater Orlando, Florida, is the creator of RaceJoy, and is changing the race experience through industry integration, advanced mobile technologies and custom software development specifically for the road race industry. Founded by James and Shelly Harris, TriPerta's flagship mobile product, RaceJoy, is designed to help road race events provide a premium race experience, 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. For more information about RaceJoy visit <http://www.racejoy.com>.

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