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People's United Bank Vermont City Marathon & Relay Offers RaceJoy

Vermont's First Race to Offer Innovative Race Experience

May 19, 2015 – Vermont City, VT. – The People's United Bank Vermont City Marathon & Relay, a RunVermont event, is the first road race event in Vermont to offer RaceJoy, a unique mobile application that provides an innovative race experience. The Vermont City Marathon & Relay will be held on May 24, 2015 and runs through the city streets of Burlington and along the shores of Lake Champlain. The Vermont City Marathon is providing RaceJoy to participants and spectators for an interactive race experience, including two forms of runner tracking, immediate results and fun audio cheer clips. All who use RaceJoy for the Vermont City Marathon & Relay will also have convenient access to race weekend information.

“With 8,000 runners and 25,000 supporting spectators, we saw that RaceJoy provided an opportunity to address both the participant and spectator needs and create a fun experience not available at typical races. The Vermont City Marathon & Relay, at its core, is about the people who run the race and the people who are out there supporting them. RaceJoy helps us to bring the participant and spectator together and share in the special experience of the race in a whole new way that we are excited to share with the community,” said Peter Delaney, Executive Director of RunVermont.

Vermont City Marathon & Relay is a Featured Event in RaceJoy and participants and spectators will have access to helpful information such as schedules, FAQs, interactive course maps, and local places of interest. In addition, participants and spectators are treated to several key mobile innovations such as progress alerts sent from the timing system points along the course and results within moments of crossing the finish line. Participants and spectators can choose to purchase the PhoneTrak upgrade for 99 cents for advanced features that include live phone GPS runner tracking, NearMe proximity alerts and audio cheer clips.

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“RunVermont puts together an amazing event with the Vermont City Marathon & Relay that has established a reputation in the country for being a high quality race and is seen as a keystone to the start of Vermont’s summers on Memorial Day weekend. By offering RaceJoy’s advanced integration with the race’s technology organizers, RunVermont shows a strong commitment to their participants’ experience by connecting them to the supporting New England community. We are looking forward to seeing the response from on race day,” said original founder of RaceJoy, James Harris.

About RunVermont and the Vermont City Marathon

RunVermont is a non-profit 501(c)(3) organization committed to the promotion of running as a life-long activity through complementary programs that celebrate the athletic spirit, are recognized nationally, and embrace the Vermont community.

The People’s United Bank Vermont City Marathon & Relay is the largest sporting event in Vermont, with over 8,000 runners competing in the marathon and relay events. It is a fast and spectator friendly course; highlighting the historic city streets as well as the majestic lake and mountain views of Burlington, VT. The Vermont City Marathon brings over three million dollars to Vermont annually. For more information about the event, or to get involved, visit www.runvcm.org.

About RunSignUp

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RunSignUp is the leading innovator of online tools for Races and Running Clubs. Services include RunSignUp for race registration, RunSignUp Go for Race Day, RunSignUp RD Go for Timers, RunSignUp Clubs to enable membership management, and RaceJoy for mobile race experiences. More than 4,000 race directors, timers, and running club officers use these services today, including leading organizations like the Boilermaker Road Race, Pittsburgh Three Rivers Marathon, Inc., Fifth Third River Bank Run, The Graffiti Run, The Glo Run, Leone Timing, and many more. Services are free except for processing fees when conducting monetary transactions such as race registration or club membership renewals. RunSignUp is founded by runners for runners, using technical capabilities to bring the power of cloud computing to benefit the running community. For more information, visit www.runsignup.com.