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Bellin Run Offers Advanced Live Runner Tracking

RaceJoy's Runner Tracking Offered at One of the Largest 10Ks in the Nation

June 5, 2018 – Moorestown, NJ – RaceJoy, the industry's leading race day mobile app, is available at the Bellin Run, one of the largest 10K races in the nation. The race organizers are providing participants and spectators with RaceJoy's advanced runner tracking for those that carry their phone on race day. Participants using RaceJoy will benefit from having the encouragement of family and friends and the ability to manage their performance with real-time updates. Bellin Run spectators, whether at the race site or at home, will have the opportunity to support runners and engage in the race experience as their participants complete the 10K course.

Now in its 42nd annual running, the Bellin Run draws close to 14,000 runners, walkers and wheelchair with various fitness levels that extend to running greats, elite athletes and Olympians. The Bellin Run 10K will be held June 9, 2018 on the east side of Green Bay, Wisconsin, and is one of the region's premier sporting events. New to this year's race experience is RaceJoy's race day tracking to provide real time updates to participants and to give spectators the ability to be part of race day with live positional tracking and cheer sending features.

"RaceJoy will help us bring the participants together with their family and friends to share in the experience of the race while satisfying our mission to provide innovative experiences. We have participants of all fitness levels who come to Bellin Run with different goals in mind, and RaceJoy has something for everyone. We are excited to bring this advanced technology to the Wisconsin running community," said Linda Maxwell, Bellin Run Assistant Race Director.

The key features participants and spectators will experience in RaceJoy include live GPS tracking of the participant's phone on an interactive map view, performance updates at every mile and cheer sending to participants. The GPS-based progress alerts provide the participant

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with audio updates and spectators with in-app notifications of performance updates like pace and estimated finish times. The family and friends tracking participants can send encouraging pre-loaded audio cheer clips or type in a custom message that is then played in audio format.

Spectators tracking participants at the race site will get the added benefit of receiving NearMe alerts when their tracked participant is drawing near to them.

“We are honored for the opportunity to have RaceJoy embraced by the Bellin Run race organizers, its participants and their supporting family and friends. We are expecting the festive atmosphere that Bellin Run is known for will be shown in RaceJoy with spectators thoroughly enjoying cheering on the runners and walkers,” said James Harris, creator of RaceJoy.

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. Exclusively designed around the race day experience, RaceJoy provides real-time, interactive information and connection for participants, spectators, and race organizers on race day. RaceJoy offers innovative features such as live GPS tracking, GPS-based progress alerts, Send-a-Cheer, and Race Day Monitoring. 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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