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**Boilermaker Offers Advanced Runner Tracking**

*One of the Largest 15K Running Events Delivers RaceJoy*

June 27, 2018 – Moorestown, NJ – Race organizers of the Boilermaker Road Race are offering advanced live runner tracking with the race day mobile app, RaceJoy. Participants and spectators will be treated to an interactive race day experience with live performance updates and real-time GPS tracking. Those participants that carry their phone are able to receive their personal progress updates at every mile and audio cheers from supporting family and friends. As one of the largest 15K running events in the United States, the Boilermaker is known for its generous spectator support and community fellowship surrounding the experience. Race organizers are providing RaceJoy to expand on this existing social atmosphere and provide further value to participants.

Held in Utica, New York, Boilermaker Road Race hosts more than 19,000 participants and includes a wide range of activities for everyone, including experienced runners, beginners and spectators. The Boilermaker is a socially engaging community experience with spectator-lined courses and music and entertainment throughout. In its 41<sup>st</sup> annual running, race organizers have selected RaceJoy to provide a new way to support participants and their family and friends.

With RaceJoy, those tracking participants at the Boilermaker Road Race will have the convenience of live GPS tracking of the participant's true location on an interactive course map along with continual progress updates that include the participant's pace and estimated finish time. Spectators can also send supporting audio cheers that are delivered instantly to the participant. The participant receives audio performance updates at every mile along the 5K and 15K courses, and is able to track up to 50 participants.

## **Boilermaker Delivers RaceJoy**

“As one of the nation’s iconic road race events, we are committed to delivering a premium experience and are excited to embrace new innovation with RaceJoy’s mobile application on race day. One of the reasons we were compelled to use RaceJoy is the features that consider the spectators’ needs. The Boilermaker is a community experience and RaceJoy will give not only the participant valuable real-time information, but a new way for our family and friends that want to encourage and engage with their participant. This is very much in line with the Boilermaker Road Race atmosphere,” said, Mark Donovan, Boilermaker Road Race President.

The race management team also has the ability to use RaceJoy for assistance with race operations. Race staff can track the position of key race operations personnel and organizers can use RaceJoy’s Race Day Monitoring System for a global view of participants on the course, a progress leader board, and the ability to instantly communicate with participants on the course.

## **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](http://www.racejoy.com) and the company behind RaceJoy at [www.runsignup.com](http://www.runsignup.com).

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