

**FOR IMMEDIATE RELEASE**

RaceJoy Press Contact: Shelly Harris

Phone: 321-695-9944

Email: [shellyharris@racejoy.com](mailto:shellyharris@racejoy.com)



**Historic Tulsa Run Celebrates 41<sup>st</sup> Year with RaceJoy**

*Oklahoma's Tulsa Run Offers RaceJoy's Live Tracking and Cheer Sending*

August 22, 2018 – Moorestown, NJ – Race organizers of the Tulsa Federal Credit Union Tulsa Run are offering participants and spectators the most advanced form of live tracking on race day with the mobile app, RaceJoy. Participants and their supporting family and friends will be treated to an interactive race day experience with GPS tracking, cheer sending and real-time performance updates. Whether onsite or remote, spectators can support their participants by tracking their position on the course and sending supportive cheers, and participants can manage their performance by receiving continual audio progress updates at every mile. Known as the most historic race in Oklahoma, Tulsa Run is bringing RaceJoy as part of its 41<sup>st</sup> year race experience.

Held in Tulsa, Oklahoma, the Tulsa Run hosts more than 8,000 runners and has become a marquee event in the community. Since 1978, the event has drawn runners and walkers with diverse fitness goals and offers distances for every athlete, including a 15K, 5K and 2K course options.

This year's Tulsa Run offers the ability to live track participants that are using RaceJoy on race day. Spectators will be able to track up to 50 runners at a time and will know their exact location on an interactive course map. In addition, RaceJoy will issue continual progress alerts at every mile that include the participant's pace and estimated finish time. Participants receive these in audio format to help manage their performance. Spectators will also be able to send motivational audio cheer messages instantly to participants throughout the race.

“We are excited to bring new innovation that complements Tulsa Run’s race day experience. We see RaceJoy as an opportunity to give valuable race day information to our participants out on the course. It also enables us to embrace our spectators with interactive features that allow them to connect with participants in a fun and engaging way. We know people will appreciate knowing where their runner is so they can meet up with them and show their support and we expect our participants will feel a motivational boost knowing people are tracking their progress”, said Heath Aucoin, Tulsa Run Race Director.

Race organizers will also utilize RaceJoy’s Race Day Monitoring System, which will allow the management team to track key race operations personnel, lead and sag for the different events and provides the ability to instantly communicate with participants, see an at-a-glance view of runners using RaceJoy, and a real-time progress leaderboard.

### **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 phone 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 the app at [www.runsignup.com](http://www.runsignup.com).

###