



News Release

For immediate release

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Text Message Tracking for Cellcom Green Bay Marathon Now Open

Green Bay, WI (May 3, 2010) . Registration is now open for runner text message tracking for the Cellcom Green Bay Marathon. Runners, spectators, family and friends can sign up for live email and text messages alerts for the full marathon, half marathon and marathon relay.

Provided by Cellcom and Nsight Telservices, these free alerts will keep everyone up to speed on their runner's pace, progress and expected arrival times at specific mile markers. For the half marathon, alerts are sent at the start line, mile 5, mile 10, mile 12.1 and the finish. Alerts will be sent at the start line, mile 5, mile 10, mile 13.1 (half-way), mile 15, mile 20, mile 25.1 and the finish for the full marathon.

Cellcom's proprietary software calculates each participant's pace and provides an estimate of when the person will arrive at the various mile markers. By integrating the timing mats and Cellcom's cellular network, instant results are available to anyone who has signed up for the service regardless of what cellular provider the person uses.

To sign-up people can visit the marathon website (http://results.cellcomgreenbaymarathon.com/raceday_updates_signup.php) and enter the bib number of the runner you would like to track, along with a cell phone number or email address to send the alerts to. Bib numbers can be looked up on the marathon site. Each phone number and email address can track up to five bibs.

As a technology company, we continually look for ways to integrate our expertise into the community, said Dan Fabry, COO of Mobile Services at Cellcom. The tracking service allows us to connect our runners and spectators, whether they're watching along the course or across the country.

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The eleventh annual **Cellcom Green Bay Marathon** will take place on May 14-16, 2010. Over the past 10 years, the race has generated over \$320,000 in proceeds for local charities. The Cellcom Green Bay Marathon seeks to create community spirit through a world-class marathon for people of all athletic abilities. For more information visit www.cellcomgreenbaymarathon.com.