

Pacer Pedometer & Fitness Tracking App offers opportunity to create branded virtual event packages

Pacer joins the 2020 Running USA Industry Conference to showcase its latest feature designed to grow events and brands



Columbus, Feb 4, 2020 ([Issuewire.com](https://www.issuewire.com)) - [The Pacer Pedometer App](#), the world's most downloadable daily activity tracking app for iOS and Android, is pleased to announce its latest Branded Virtual Race Experience Package will be displayed on February 9-11 at the [2020 Running USA Industry Conference](#) #RUSA20.

Pacer has 1 million daily users worldwide with more than 1 million combined app reviews resulting in a 4.8 out of 5 average ratings. Pacer is in use in 195 countries with more than 10 billion steps tracked every day by a combination of 64% female and 36% male users and provides multiple incentives to track steps and become stronger.

Event and Race Managers - Pacer's Branded Virtual Race Experience Package provides a customized platform to manage and promote races for event/race managers

The Pacer Virtual Race Package makes it possible for event and race managers to prominently display races with its branding feature, invite current customer bases to join the virtual experience and recruit the existing worldwide Pacer community.

The Pacer user is looking for a new challenge - ultimately increasing event participation without adding significant costs. Events' registration web sites can be linked with Pacer's virtual challenge platform and event and race managers can determine an event's time frame and finishing requirements, collect virtual race results to fulfill swag services while promoting future events with sponsors and marketing opt-in

features.

The Pacer Branded Virtual Race Experience Package also provides a good way to target beginner participants for a couch to celebration experience and includes a participation window that extends beyond event day. The Pacer Package includes an extended community and reaches for the event to connect with, a place where social groups can gather and build even greater participation and training programs. Pacer can also offer localized routes for participants in the distances of the event and can even handle extended event logistics and virtual team event management.

Brands and Sponsors - Pacer's Branded Virtual Race Experience Package is a perfect match for brands /sponsors

Pacer's Virtual Race Package provides brands and sponsors the place to promote themselves to a targeted, active community by giving them the tools to put their names front and center. Package features range from on-brand messaging, social branded engagement groups for building community participation, in-app training programs, registration capability, and finisher swag.

Pacer's Race Package is geofenced and provides GPS routes close to brick and mortar stores including marketing opt-in and digital coupons to be used before, during, and after event completion, links to promote sponsor locations and items like race gear and retail platforms. Pacer offers popular options of tracking, fulfillment, and management. The Virtual Race Experience Package allows walkers and runners to fully experience everything from local to national events. Event participants will be pleased with their virtual experience as they receive recognition for their race accomplishment and will engage with others within the event's supportive and engaged community.

Causes and Charitable Organizations - Pacer's Branded Virtual Race Experience teams with charitable organizations/causes

Charitable groups and causes can look to Pacer's Virtual Race Package to help achieve and surpass fundraising goals. Pacer's worldwide reach makes it possible to send desired messages across the globe and create groups to share event information and other messaging on fundraising. It offers the chance to increase team building and pledges while fundraising toolkits can also be linked. Businesses that participate can be actively promoted with the Pacer Virtual Race Package and social groups can be formed where participants congregate and help build race participation. Pacer groups, both public and private have GPS-location links that are shareable and searchable in the Pacer app. Participants from all activity levels can get training content and create and share GPS – recorded running and walking routes for race training, recreation and the race itself. Virtual runners and walkers ultimately connect directly with the event to stay involved and receive recognition for their contributions and finisher swag.

During 2020 Running USA Industry Conference, Pacer will be available for discussions. Contact Eric McGraw, Pacer Business Development Manager for North America or Dr. Paul Carringer, Brand Ambassador at:

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About Pacer

Pacer is a powerful but simple fitness app that allows anyone to start getting fit and having fun right away. Pacer is more than just an accurate, easy-to-use fitness and step tracker. Our best-in-class, intuitive data interface and guided workout plans empower Pacer users to start getting active and healthy from the moment they download the app. With Pacer, you really can just download and go. Our amazing diverse and inclusive community is what makes Pacer truly exceptional. Pacer was designed for regular people who want to get more active and healthy, and Pacers come from all different backgrounds, nationalities and fitness levels. Users get inspiration, support, and competition from massive global online events, tens of thousands of location-based groups, and lively community feeds.

About Caring Marketing

Caring Marketing, a Columbus, Ohio based company, serves clients throughout the U.S., China, and Germany. Caring provides integrated marketing communication services including advertising, public relations, design, digital and social media, email marketing, and branding/identity services. The Caring team also serves as the marketing department for a variety of organizations to help maximize budgets and make the work more effective and efficient. Since 1992, the Caring team has served clients in a variety of industries including fitness/health, insurance, government, legal, consumer beverages, education, and sports and entertainment.

For more information, please visit caringmarketing.com

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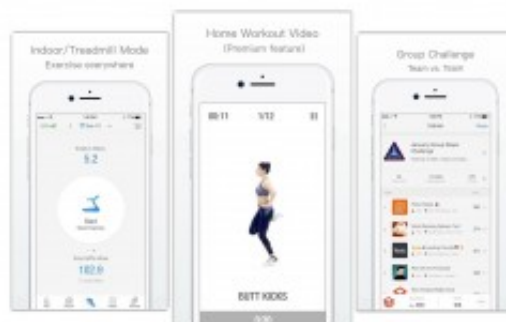
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News provided by:

MyPacer.com

February 4, 2020



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Source : Pacer Health

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