

**For Immediate Release**

JUNE 20, 2012

Contact: Pam Kropf

[pamelakropf@hotmail.com](mailto:pamelakropf@hotmail.com)

# First Free iPhone App to Train Half-Marathon Runners

Sacramento, CA. With 650,000 app titles now in the iTunes App store, few can claim the title "first." Sacramento-headquartered UpBeat Workouts just claimed that title with their new mobile app, the first and only iPhone app providing a coached 9-week training program for a run of any distance.

The app motivates runners with nineteen "Coached Run Workouts" to prepare them for a specific event: the Urban Cow Half Marathon on October 7th, 2012 in Sacramento, California. The Urban Cow Half-Marathon Training Program provides three key elements to running success: (1) motivational professional coaching, (2) stride-matched music to stay on pace, and (3) engaging and relevant information to help runners achieve their goals.

The app is the creative product of three talented professional coaches working together. Triathlon Hall of Fame member and coach Sally Edwards has authored dozens of books, including two new titles: *Be a Better Runner* and *ZONING, Fitness in a Blink*, and is the primary contributor. Director and owner of Capital Road Race Management, ultra-marathon celebrity, and coach Rich Hanna designed the training plan for beginner to intermediate level runners. And the supportive voice of coach, triathlete, and marathoner Pam Kropf invigorates the app with her energy and enthusiasm.

How does it work? UpBeat for the Urban Cow Half Marathon provides the beats-per-minute (BPM) of all the songs in the runner's iPhone-for free. UpBeat's server has over 10 million songs with BPM data, so runners need not purchase anything, use someone else's music, or tap out the tempo: the app automatically selects songs to match the workout effort level, synchronizing BPM and SPM (strides per minute). The "stride-matched" music keeps the runner or walker on beat while the app provides race information and smart training tips. With UpBeat for the Urban Cow Half-Marathon, runners run better, and they run with greater enjoyment.

Better yet, the Urban Cow app by UpBeat is free. Why? Because the Urban Cow race management folks want their runners to succeed: to be more motivated, more inspired, more engaged, and more informed.

Pam Kropf, UpBeat Coach

Upbeat Workouts for Runners

(916) 402-0494

[pamelakropf@hotmail.com](mailto:pamelakropf@hotmail.com)

<http://urbancow.upbeatworkouts.com/>

2636 Fulton Avenue Suite #100

Sacramento, CA 95821

[info@upbeatworkouts.com](mailto:info@upbeatworkouts.com)

