



## **BOLDERBOULDER »» PRESS RELEASE**

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### **DICK'S SPORTING GOODS BOLDERBOULDER AND MAGPIE ANNOUNCE SUCCESSFUL FIRST YEAR OF PARTNERSHIP**

Boulder, CO – July 15, 2008. Behind the scenes of the 30<sup>th</sup> DICK'S Sporting Goods BolderBOULDER a new partner helped to make the event appear seamless from the outside. MAGPIE Telecom insiders joined the race at the beginning of 2008 and worked closely with BolderBOULDER, IPICO Sports and The End Result to customize the runner registration and results processing applications.

According to BolderBOULDER Director of Operations Celeste McDowell, "participants see one smooth process as they register for the race, get their bib number and tag, run and get their results. What they don't see are all the systems and programming involved to place 54,000 people correctly into one of 86 waves, get them the right timing tag and match their eight points of timing data with their bib number. Magpie was instrumental in merging all of the data and producing flawless and informative data for our participants."

With Magpie's help the race was also able to pull out 15 age group winners in each category (one for each age and gender for a total of 162 categories). Other unique BolderBOULDER awards include Ageless Wonder prizes for those who ran faster than their age and team awards for corporations, families and other groups.

"It was an honor and great learning experience working on a Colorado tradition such as the BolderBOULDER. There is so much work that takes place behind the scenes. It was very exciting to see it all come together," said Debora Langer of MAGPIE. This was the first time the company had worked with an athletic event.

**About BolderBOULDER:** The DICK'S Sporting Goods BolderBOULDER 10K, a Running USA Founding Member, is the 2nd largest running race in the USA and the 5th largest in the world. The race attracts over 54,000 runners, walkers, and wheelchair racers, and draws professional racing teams from all over the world to compete for one of the largest non-marathon prize purse in road racing. The race starts at the north end of 30th Street in Boulder near the First National Bank of Colorado, winds through neighborhoods with live music and entertainment at every corner, and finishes in the University of Colorado's Folsom Field. More than 150,000 spectators watch the festivities from inside the stadium and along the course. The 31<sup>st</sup> BolderBOULDER will be held on Memorial Day, May 25, 2009.

**About MAGPIE:** MAGPIE Telecom Insiders is a custom software development company located in Westminster, Colorado. The founders have roots in Bell Labs and bring over 20 years experience of knowledge in developing custom applications. Since the company inception in 2001, they have grown their development into other verticals such as healthcare, IPTV and data storage. Using eXtreme Programming and other Agile processes, MAGPIE has delivered an unprecedented 99% of its software projects on time and on budget for seven straight years.