

## **RacePartner announces plans to acquire Racemine platform from SVE Timing**

*The acquisition would add new features to RacePartner's registration platform*

**WEST PALM BEACH, Fla.** – September 21, 2016 – RacePartner announced today that it has reached an agreement to acquire Racemine, a leading registration platform, from SVE Timing. The acquisition would merge two of the endurance industry's most well-known platforms under one umbrella and position RacePartner, a division of Achieve, as a fully-comprehensive event management solution.

SVE Timing is the largest timing company on the West Coast and the Racemine product is known for its modular approach to on-site registration, scoring, live results and athlete tracking. The acquisition will provide RacePartner clients with an extensive set of in-race technology solutions from a well-known industry leader.

"RacePartner and Racemine have collaborated on a number of past projects and have a great working relationship," said Clay Williams, CEO of Achieve. "Their athlete and race director network will allow our clients to engage with their participants before, during and after an event."

Racemine's client's will benefit from Achieve's research and marketing tools, further widening their ability to recruit, retain and engage their participants. RacePartner's highly customizable feature set, integrated fundraising and high performance transactions capability for successful rush registration will also become available to Racemine's clients.

"A stable platform is the most important part of the registration process," said Greg Richards, owner of SVE Timing. "RacePartner's experience with custom features and implementations will allow our clients to build custom solutions that address the unique needs of their events."

RacePartner and Racemine will continue to operate separately and no changes in branding will occur in the near future.

### **About Achieve**

Achieve is a research and marketing agency for causes. We leverage our expertise in research, technology, creative and strategy to understand and inspire your audience – whether current or yet to be discovered – to take action. Learn more about Achieve, our research, events and cloud-based technology solutions, [TrustedPartner](#) and [RacePartner](#), at [achieveagency.com](http://achieveagency.com)

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