

What's Up Interactive Launches New Site Design for the U.S. 10K Classic

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What's Up Interactive has announced the launch of a comprehensive redesign for the U.S. 10K Classic Web site that can be viewed at us10k.org. The U.S. 10K Classic, held annually Labor Day weekend, is one of the premier participatory sporting events in the Southeast.

“The U.S. 10K Classic is not just another road race - it has become a multi-sport event that people plan for months ahead of time - it is an event unlike any other,” said What's Up founder/CEO Richard Warner. “As such, our client has a lot to communicate so their site had to be as cool as their event has become - and at the same time allow people to find what they are looking for quickly and easily.”

The client recognized What's Up could not only design a site to handle the demands of their various constituencies, but do so in a creative way.

“We chose What's Up Interactive to redesign our site because of the diversity of their portfolio,” said U.S. 10K Classic Executive Director Stephanie McCartt. “We didn't feel every design they showed us looked the same and functioned the same way.”

“And we saw a depth of talent that convinced us What's Up was the right partner to take the U.S. 10K Classic to the next level.”

The 6.2 mile road racing and 100K Pro Cycling event is held on Labor Day each year in Atlanta, on U.S. Hwy 41 (Cobb Parkway), a major four lane highway, offering a straight but challenging course. Race participants include elite athletes from around the world, national and regional 10K running champions, international and regional cyclists, inline skaters, wheelchair athletes, corporate team runners, race walkers, walkers and people who are drawn to the energy and spectacle.

About The U.S. 10K Classic

We are The U.S. 10K Classic - Atlanta's premier multi-event road race. Each year we bring runners, walkers, inline skaters, wheelchair athletes and professional cyclists together for a single cause - to raise awareness and funds for children's charities in Georgia and for the future development of the World Children's Center. To date, more than \$4 million has been donated to help children in need.

About What's Up Interactive

What's Up Interactive is a relationship-driven interactive marketing agency dedicated to growing our customers' businesses. What's Up delivers creative Web site design, development and technology; multimedia solutions including video and podcast production and innovative search and social media marketing. In addition to the U.S. 10K Classic, our clients include The Coca-Cola Co., Georgia Aquarium, Fox Television Stations and Industriaplex, among many others. To learn more, please visit www.whatsup.com.

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