



www.XCThrillogy.com



Kenosha Running Company

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Issue #54 • September 2019



Sunday
Sept. 22
Petrifying Springs Park
Kenosha, WI



Event alerts

- **Glow in the Garten**
3K Walk/Run
Sept. 14 – Kenosha, WI
- **Pike River Trail Run/Walk**
Sept. 22 – Kenosha, WI
- **Safe Harbor Humane Society**
Walk for Paws
Oct. 6 – Kenosha, WI
- **WolfPack Trail Run & Relay**
Oct. 20 – Kansasville, WI
- **Trail Dog Distance Classic**
Oct. 20 – Kansasville, WI
- **Evil Smiley Running**
Veteran's Day Run
Nov. 9 – Kenosha, WI
- **Saucony Big Timber**
XC Challenge
Nov. 17 – Elgin, IL
- **Trails Are Alive Night Adventure**
Nov. 23 – Lake Geneva, WI
- **Hateya Trail Run**
Dec. 7 – Lake Geneva, WI

Finding it on the trails...

Given a choice would you rather be running on the sidewalks/side of the road or on the trails? I grew up running and playing on the horse trails that adjoined our property as a kid and the ones about a mile away.

When I run on the road I have a distance that I will be running, a pace I want to hit, it is the same route I have taken for years and I can easily compare that work out to many previous runs. When I get on the trails my focus shifts to everything around me, in front of me and too much of the time what is directly ahead of me (yes, I have caught a toe on a rock or root before and tasted the dirt!!!). One of the differences between the roads and the trails I most enjoy is that you have to be a mindful runner, on the roads I am typically only mindful of not getting hit by cars and cautiously crossing streets!

I want to encourage you to get on the trails more and explore in SE WI and NE IL, the trails are everywhere. I do not mean a bike path or Des Plaines River Trail, I am talking about a dirt trail that has a few rocks, roots, perhaps a fallen tree, some mud, a puddle or two and perhaps a little water crossing to add to the fun. We are approaching my favorite time of year to hit the trails, FALL!!! The season is

about to change and the colors will be amazing and trails will be calling out to you. If you are a bit timid about hitting the trails alone, find a willing runner and make it an adventure.

This month we are celebrating the start of [XCThrillogy](#) Trail Series, September 2014 we held our first trail event, [Pike River Trail Run/Walk](#). On September 22nd, at Petrifying Springs County Park please plan on joining me as we start our 6th year. This event also starts our [CaniCross](#) season as well.

Those that live in the Kenosha area, I have started writing a bi-weekly column for the Kenosha News. The column will be on the Sports Page and is called Running and Beyond. We have recently had articles on [trailrunner.com](#) as well, promoting [CaniCross](#) and our flavor of trail running. There is a new section in the newsletter with links to [Kenosha Running Company in the News](#).

Next time you are in the Kenosha area, please stop by [our store](#) for a visit and we can catch up. I do love running, the trails and those I have met in the process of living this lifestyle.

Running it is just a way of life,
Brian

Our next XCThrillogy event



Pike River Trail Run/Walk

Sunday, Sept. 22, 2019

10:30 Trail Run/Walk • 10:15 CaniCross

Petrifying Springs Park

Kenosha, WI

[Click here for more information...](#)

Over the river and through the woods is not ONLY the way to Grandmother's house, it is also the way to trail fun and adventure.

This 3.5 run/walk or 7.0 mile run and 3.5 mile CaniCross takes place at Petrifying Springs Park when the weather and colors are at their best. The events start in a large grassy area leading to tree covered single track trails. The looped course will have rolling hills and perhaps a couple "I hate hills" climbs all to the babbling soundtrack of the Pike River.

The optional river crossing will either cool you off for your second loop on your 7 mile run or will clean you up just enough for your ride home.

The CaniCross event will start at 10:15 a.m. The run/walk will start at 10:30 a.m. This event is perfect for all fitness levels and is dog friendly for those not interested in participating in the CaniCross event. New to CaniCross? This event is beginner friendly. Hands free leash and harness are not required. If you are interested in upgrading your CaniCross equipment, visit our boutique at 1706 22nd Ave in Kenosha. We will happily size your pup (and you). You can also give the equipment a test run on our property or the adjoining bike path.

Help needed...

I WANT YOU! ... Help Wanted

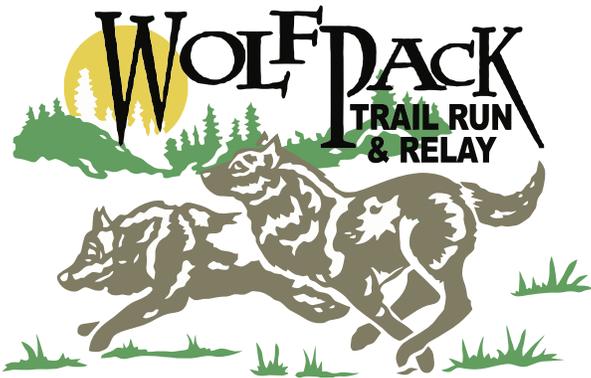


I am currently looking for the right person that would be interested in a long-term part-time position of approx. 10-15 hours per week.

POSITION: Administrative Assistant for our retail & expo business, trail events & industrial products company.

RESPONSIBILITIES: Customer support via phone, in-person and email. Work at trail events and expos, reach out to potential partners for our events, and assist with office duties. If interested, contact Brian Thomas at (262) 925-0300 or briant@kenosharunningcompany.com

Upcoming XC Thrillology event



WolfPack Trail Run & Relay

Sunday, Oct. 20, 2019

Bong State Recreation Area, Kenosha (Kansasville), WI

Start time: 7:30 a.m.

[Click here for more information...](#)



Trail Dog Distance Classic

Sunday, Oct. 20, 2019

Bong State Recreation Area, Kenosha (Kansasville), WI

Start time: 7:30 a.m.

[Click here for more information...](#)

Who doesn't love the sound of leaves crunching beneath your feet and the crispness of the air on an October day?

Wolf Pack Trail Run and Relay is the perfect way to enjoy all the sights and sounds of the fall season. Trail Dog Distance Classic is the perfect way to enjoy all the sights and sounds of the fall season with your pooch. NOTE: We have moved this event to October so it will (hopefully) be more fall and less winter!

Richard Bong State Recreation Area is the host for this fall ultra-event. Once designated to be a jet fighter base, the park is fittingly named after Major Richard I. Bong, a Poplar, WI native who was America's leading air ace during World War II. The recreation area encompasses 4,515 acres of rolling grassland, savanna, wetlands, and scattered woodland. Nature is on display all around and is constantly changing with the seasons.

You can select between 4.5 miles (solo - run/walk/canicross), 9 miles (solo -- run/walk/canicross) 14.5 miles (solo or relay - run or walk), 29 miles (solo or relay - run or walk), 43.5 miles (solo or relay - run only) and 50 miles (solo -- run only). The figure "8" style course is uneven loops, with the small loop being roughly 4.5 miles and the larger loop being around 10 miles. We will be using the Horse Trails and Blue Trail for this event with the Blue Trail being one of the nicest trails, taking you through prairie and woodland, past wetlands, and around Wolf Lake. The uneven figure "8" style course is the perfect combination of distances enabling runners enabling runners/walkers of differing ability to partner as a relay. It also makes the entire event family/spectator friendly and well supported.

The 4.5mile, 14.5 miles, 29 mile, 43.5 mile, and 50-mile events (individual and relay) start at 7:30 a.m.

The 4.5 mile and 9.0-mile afternoon events (run/walk/canicross) start at 2:30 p.m.

The 43.5-mile event and 50-mile event requires a headlamp or knuckle lights, if you are walking the 29-mile event you will need a headlamp or knuckle lights as well. Flashlights will not be acceptable.

Richard Bong State Recreation Area is managed pheasant hunt area. None of the trails are closed due to hunting and the hunters are aware of our event. You may hear gunshots and encounter unleashed dogs during the morning and early afternoon, ending at 2:00 p.m. For this reason, we do not allow dogs in the morning start times.

Upcoming XC Thrillology events



Trails Are Alive Night Adventure

**Saturday, Nov. 23, 2019
2:30 CaniCross • 4:00 Run/Walk
Lake Geneva Canopy Tours
Lake Geneva, WI**

**[Click here for
more information...](#)**

At Kenosha Running Company, we prefer to TROT like it is HOT at night!

Join Kenosha Running Company and your fellow trail enthusiasts for the Trails are Alive Night Trail Adventure. This unique night trail run/walk event takes place on Saturday, November 23rd, 2019 at Lake Geneva Canopy Tours, Lake Geneva, WI. Starting at 4:00 p.m. (just before sunset), runners and walkers will have the ability to gobble up some different memories. Ones that will be in the dark!

Walkers and runners can enjoy a 3.5-mile or 6.5-mile strut in the woods, while runners who really want to shake their tail feathers can run 9.5-miles.

CaniCross athletes will start earlier (at 2:30 p.m.) and will be able to enjoy fall at its best with a 3.5-mile or 6.5-mile dash through the woods prior to the rest of the flock hitting the trails.

Once you have scurried through the woods and flew over the hills, enjoy the company of other trail enthusiasts at the post-race celebration which will include soda and tasty treats that will tame even the fiercest of fowl! In order to safely navigate the trails and to return to us safely, all runners/walkers are required to wear either a headlamp or have Knuckle Lights. The trail will be well marked with reflective marking and “tricky” areas will be illuminated by ground lanterns. Runners will not be permitted to go out on another loop after 6:45 p.m.

** Don't forget to pick up your Petzl Lights or Knuckle Lights for this event!! (lights are required). Purchase them at our Kenosha Running Company store and reference that you saw this on our web site and receive 15% off your light purchase.



Hateya Trail Run

**Saturday, December 7, 2019
Lake Geneva Canopy Tours
N3232 County Road H, Lake Geneva, WI
10:30 Trail Run/Walk • 10:15 CaniCross**

**[Click here for
more information...](#)**

The weather outside may be frightful, but running on the trails is always DELIGHTFUL!

The XC Thrillology Hateya Trail Run/ Walk will take you on an adventure through the trails in the Lake Geneva Canopy Adventure Park.

This event provides single track fun that will definitely keep you on your toes. Runners and Walkers can enjoy the crunch beneath their feet (leaves or snow) for 3.5 or 6.5 miles, while runners can also enjoy 9.5 miles on the trails. CaniCross Athletes can choose between 3.5 or 6.5 miles.

The finish of the XCThrillology Hateya Trail Run is a time where everyone can sit around a bonfire outside or by the fireplace and enjoy the great food, drinks, and the BEST company! If you are feeling adventurous, do some zip-ling as the perfect ending for your trail adventure.

This event is part of our 2019-2020 CaniCross series. This event is perfect for all fitness levels and is dog-friendly for those not interested in participating in the CaniCross Event.

Special honors to our veterans...



Saturday, Nov. 9, 2019
UW-Parkside Outdoor Track
Kenosha, WI
10:30am - 10K
10:40am - 2 mile
[Register today..](#)

VETERAN'S DAY RUN

The Evil Smiley Veteran's Day Run is the perfect way to celebrate and remember those who have served our country. It is our privilege to be able to take the torch from Jared Bane who started this event in 2013, in order to recognize and honor all of our Military Veterans, Active Duty, Reserves, Spouses, and Friends of the Military. Our mission will be the same, to honor those who served and support charities that support our military families.

This event will evolve in some ways in order to grow the event and recognize the Heroes in our community and beyond. We have changed the start/finish of the event to the University of Wisconsin – Parkside outdoor track. There will be a 21-Gun-Salute to start our event, in order to recognize our Fallen Soldiers and Veterans that have past away in 2019, names will be provided by you and other sources. When signing up, you will have the opportunity to secure a flag that will line the start/finish area to honor or in memory of a military hero in your life. We will have a staggered start time. We will have a post-event party and ceremony.

The courses details: We will start and finish on the outdoor 400-meter track at UW-Parkside. Everyone will exit the track area and run up to University Drive and turn right, taking you around the campus, those running 2 miles will continue on University Drive and back to the track. Those running the 10K distance, will make a right-hand turn at the Southeast entrance of the University and continue on the Kenosha County Bike Path through Petrifying Springs County Park. Once you have reached County Road A, runners will continue on the bike path and circle through the park and then crossing County Road A again on top of the hill and running back through a park on the bike path turning left at the Avenue of the Arts. Runners will then turn left onto University Drive and will run counter-clockwise back to the track following the same route you took at the start.

- 2-mile run/walk (able to finish in 90 minutes). Start time 10:40 a.m. Takes place on the road that loops around UW-P campus.
- 10K run (minimum pace is 15 minutes per mile). Start time 10:30 a.m. This distance will start on the track, follow the road that loops the UW Parkside campus clockwise, head northwest on the bike path and follows the multi-use path through picturesque Petrifying Springs Park. Runners will return to the track on University Drive, circling counterclockwise, returning to the track the way they came.

Location: University of Wisconsin – Parkside

Packet pick up and same day signup: Sports Activity Building starting at 8:30 am

Post-event party: Kenosha Running Company, 1706 - 22nd Avenue, Kenosha, WI 53140 -- starting at 1:30. There will be awards, food, drinks, socializing, and a few surprises.

The Race Swag: The event swag for the Evil Smiley Veteran's Day Run will be a choice of either a hat or a unisex t-shirt. Shirt sizes are only guaranteed if you are registered for the event prior to October 19th, 2019.

VETERAN'S DAY RUN PARTNERSHIP PROGRAM [For complete details on this program, click here.](#)

We are welcoming traditional and creative partnerships to honor and recognize Military Veterans, Active Duty, Reserves and their Families. One of our objectives is to grow this event in the number of runners and walkers. We have created a special partnership program in which you can become a sponsor for this event by purchasing a minimum of fifty entries, that can be given to your employees, your clients, customers, etc. You are able to purchase the entries at discounted entry fee of \$30.00 as well. We are willing to work with the number entries that makes sense to you and your company. The minimum would be ten entries.

Those purchasing a minimum of fifty entries, will be recognized as a sponsor, able to setup at the event, provide any information in the race packets, be highlighted in our special edition newsletter that goes out to over 10,000 area runners, listed on our website, and introduced on our Facebook. We are also open to other ideas that make sense for you and your company.

We are also appreciative to "in-kind" donations and support. Currently Mission BBQ of Kenosha will be providing the food for this event and Festival Foods will be providing the bottled water.

EXAMPLES OF OTHER NEEDS:

- Tents, tables and chairs for the post-event party
- Beverages of all sorts for the post-event party
- US Flags that we can line the track with and fly in other areas of the course
- Porta potties
- Printing services

If you are interested in supporting our efforts to honor our Military Families, please contact Brian Thomas office 262-925-0300 cell 414-719-4771 email briant@kenosharunningcompany.com. To get more familiar with this event, visit www.XCThrilloogy.com

CaniCross season has arrived!!



The CaniCross Season Has Arrived!!

September 22nd, [Pike River Trail Run/Walk & Canicross](#) kicks off our season of Canicross in SE Wisconsin. XThrillogy Canicross Series is the largest in the Country with eight events from September through April.

Our events are welcoming for everyone regardless of type of dog, gear, newbie or experienced. Kenosha Running Company will also have all the Canicross gear to properly fit you and your dog, if you are ready and want to experience the rush of running as one with your dog.

The [Pike River Canicross](#) event, you will have two distances to pick from 3.5 miles and 7 miles estimated and an optional river crossing. The Canicross will start 10 minutes before the start of the trail event. The wide cross country style start narrows after about 400 meters to mostly single track trails that will include a few hills, scenic views throughout, and great experience in the end. Last year PBS Milwaukee covered this event, [click here to check it out](#).

Those that have attended our Canicross in the past thank you! Those that are considering, you will not regret your decision to give us a chance. We have had hundreds of Canicross runners over the past two years and have come as far away as New York, Canada, Michigan, Ohio, Georgia, Indiana, Minnesota, Iowa and from all parts of Illinois and Wisconsin.

To learn more about all of our Canicross events visit www.Traildogrunners.com

Please reach out to us with any questions on our events or gear. Email: Stephaniez@kenosharunningcompany.com or call (262) 925-0300.

We are located at: 1706 - 22nd Avenue, Kenosha, WI 53140



[Pike River Trail CaniXC](#)

Sunday, Sept. 22, 2019

10:15 a.m.

Petrifying Springs Park, Kenosha, WI

[Click here for more information...](#)



[Trail Dog Distance Classic](#)

Sunday, OCT. 20, 2019

Bong State Recreation Area

Kansasville, WI

[Click here for more information...](#)

Plan your 2019 CaniCross events



Check out CaniCross on 



Check out the new
CaniCross dedicated
newsletter...
[CLICK HERE](#)

The XC Thrilllogy CaniCross Series is the largest and longest running series in the country. It derives from the sport of dog mushing / sledding, but you are working as a team with Fido. It's very much a team effort, the dog is actually pulling you while you are running.

We have increased our number of events to eight and with distances that will be welcoming and challenging for everyone. All of our events are held on trails in Kenosha and Walworth Counties in Southeast Wisconsin. The trails range from single track, to wide and welcoming, hilly, wooded and for fun we throw in some optional water crossings.

-  Bristol Woods County Park, Bristol, WI
-  Lake Geneva Canopy Tours, Lake Geneva, WI
-  Bong State Recreation Area, Kansasville, WI
-  Petrifying Springs Park, Kenosha, WI

If you are up for a laid back event with amazing people and pups, then we will be a perfect fit for you! We encourage you to come and try out this amazing sport!

Please contact us with any questions or stop by and see us!

We also have additional dog-friendly events.

We can also properly fit you and your dog with harness, lead line and running belt, stop by our new location for your and your dog's fitting (1706 - 22nd Ave., Kenosha, WI). We are proud partners with Howling Dog Alaska, Non-Stop Dog Wear and Kurgo.

 <p>Watch for the 2020 event </p>	 <p>Watch for the 2020 event </p>	 <p>Sunday, Sept. 22, 2019 </p>	 <p>Saturday, Nov. 23, 2019 </p>
 <p>Watch for the 2020 event </p>	 <p>Watch for the 2020 event </p>	 <p>Sunday, Oct. 20, 2019 </p>	 <p>Saturday, Dec. 7, 2019 </p>

Become a member of CaniCross USA...

You've asked... we answered.

Over the past several months we have been busy in developing a functioning organization. In order to grow our sport and develop all the benefits of this great recreational activity now and for years to come, we will now start a membership program and offer insurance for CaniCross events. Please review the following information and if you have any questions please email me, briant@kenosharunningcompany.com

My best, Brian Thomas



CaniCross USA – 2019 Canicross Event Guidelines for Insurance

*In order to use CaniCross USA insurance,
you will need to follow these guidelines...*

Our events are welcoming to all types of dogs and owners of all abilities and fitness levels. Walkers with dogs should be encouraged and welcome to our events as well.

Locations: Bike paths or unpaved trails. NO Roads, only for crossing and need to be supervised.

All permits and approvals with those that govern the property in which you are to host the event.

You can include non-CaniCross entrants as well. Suggest two different starting times, those with dogs first and then those without a dog. Suggest 5-10 minutes difference in starting time.

Dogs need to be in good health.

Dogs aggressive towards other dogs or a person will be asked to step away, if it happens again any point, even during the run/walk, the dog will need to leave the event.

Dogs that attempt to bite another dog or person, need to immediately leave the public area and return to the car. The dog will not be allowed to run in the event or return to the public area.

CaniCross USA is not responsible for the action of a dog at an event, specifically dog bites and attacks.

Owners are responsible for cleaning up after their dog in a proper way.

Dogs are not permitted in any enclosed buildings or enclosed shelters.

Dogs must be on a 3 foot or shorter leash prior to the start of the event except to warm up. Once done running or walking the event, the dog must be put on the short leash.

Water stations for the dogs should be adequately placed based upon the weather conditions and course. Recommend a dog water station about every 1.5 to 2 miles during warmer temperatures and every 2-3 miles during cooler temperatures. Water station should be available prior to the start of the race as well. Change water as frequently as possible.

No special gear is required to run or walk, but all dogs must be on a running line, leash or similar that is in total control of the owner.

BECOME A MEMBER TODAY!!

<https://www.raceentry.com/canicross-usa-annual-membership/race-information>

CANICROSS USA – MEMBERSHIP PROGRAM

The creation of our membership program is an outcome of the passion for this sport that has been displayed by you. “YOU” meaning our dog owners, dog owner runners, CaniCross USA Chapters, Dog Related Groups & Clubs, CaniCross Race Directors and companies that support and provide products for CaniCross.

Who is CaniCross USA?

CaniCross USA was started and funded by Kenosha Running Company, Inc. in order to advance the sport of CaniCross across the USA and beyond. Currently, CaniCross USA is operated by Brian Thomas, president of Kenosha Running Company, Inc., his staff and a handful of volunteers located throughout the country. It is our objective to have CaniCross USA as an independent organization with paid staff so we can continue to grow and be sustainable long into the future.

Kenosha Running Company, Inc. is based in Kenosha, WI and develops and manages the largest CaniCross Series in the Country, visit www.traildogrunners.com to learn more about their events.

Why join CaniCross USA?

1. To support the growth of CaniCross USA
2. To support the growth of CaniCross USA Chapters around the country
3. To participate in CaniCross events
4. To celebrate a love for dogs and engage with others who share the same passion

Who should join CaniCross USA?

1. Individuals
2. CaniCross USA Chapters
3. Dog Related Clubs and Groups
4. CaniCross Race Directors
5. Companies that provide products and services to CaniCross and dogs
6. Companies and individuals that want to support our mission and grow CaniCross

Benefits of Membership:

1. Receive our newsletters and updated information on CaniCross events across the country
2. Discounts on Canicross USA Virtual Events
3. Discounts on Kenosha Running Company, Inc. CaniCross Events
4. Access CaniCross Insurance for your events
5. Discounts on CaniCross gear through Kenosha Running Company, Inc.

Membership Levels*:

1. Individual Annual Membership: **\$30.00**
2. CaniCross USA Chapters: **\$60.00**
3. Dog-Related Clubs & Groups: **\$80.00**
4. Race Directors: **\$80.00**
5. Companies that Support CaniCross: **\$100.00**

**All membership fees are due annually*



- **Members** - if you chose, your name will be listed on our [website](#).
- **All CaniCross USA chapters** - will be listed and linked to the CaniCross USA Facebook Page.
- **Dog related clubs and groups** - can chose to have their name listed and linked to their respective Facebook Group page or website.
- **Race directors** - we will link the name of your event or race series, link to your designated site and will post your logo for an additional \$25.00 per year.
- **Companies** - we will link the name of your company and designated website and will post your logo for an additional \$25.00 per year.

Membership dues are based on the calendar year and will not be prorated.

To sign up online: <https://www.raceentry.com/canicross-usa-annual-membership/race-information>
[Click here](#) to print and mail in your registration.

CaniCross...



NEW!
CANICROSS USA
ONLINE STORE
www.zazzle.com/store/canicross_usa



XC Thrilllogy CaniCross hit the airwaves!

At the Pike River Trail Run & CaniCross in Sept of 2018, PBS Milwaukee did a feature on our CaniCross event.

<https://www.youtube.com/watch?v=d370ouOrpIY&feature=share>

For more info on our upcoming CaniCross events, visit

www.TrailDogRunners.com

Please share with other dog lovers & runners!



Kenosha Running Company in the "News"



Featured Trail Town - American Trail Running Association March 2017

<https://trailrunner.com/trail-news/featured-trail-town-kenosha-wisconsin/>



American Trail Running Association

Off-The-Leash - Spring 2019

[Click here to download PDF of article](#)



Running Festival July 25, 2019

https://www.kenoshanews.com/sports/kenosha-running-company-holding-myriad-of-events-at-uwp/article_2d9a6b22-77f9-5776-b376-1206b8916dc6.html

KENOSHA NEWS

A source of trust® since 1894

Canicross Article – American Trail Running Association August 2019

<https://trailrunner.com/trail-news/canicross-trail-racing-with-your-four-legged-friend/>



American Trail Running Association

PBS Outdoor Wisconsin Canicross Broadcast – January 2019

<https://www.youtube.com/watch?v=d370ouOrpI-Y&t=6s>



PBS

Kenosha Running Company Business Launch Article June 2, 2019

https://www.kenoshanews.com/news/business/longtime-runner-launches-runners-resource/article_57836ea3-8a11-5c93-8f49-f5abfe09252d.html

KENOSHA NEWS

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Running and Beyond – August 12, 2019

https://www.kenoshanews.com/sports/running-and-beyond-a-look-at-the-high-school-cross/article_d72af3ef-35bb-50d5-b090-89faa9242f76.html

KENOSHA NEWS

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A look back...



[Click to see more photos...](#)

The recap...

What a Perfect Night for the 3rd Annual Nightcrawlers Trail Adventure!

There were about seventy of you that thought running in the mosquito-filled trails would be a good idea! Turns out the mosquitoes were not that bad, perhaps it was the surprise fireworks show that held them at bay.

I want to thank each of you for making it a great evening not only for me, but for each other. Special thank you to those that assisted in making the great evening; Lizzie & Amy who assisted in check-in and swag pickup, Rico, Stephen & Germain with the tents and clean up, Scott & David overseeing the food. and to my wife Tammy who took care of overseeing the food, check-in and admin duties for this event... yes easy day for me... mark the course, set up and clean up!

Whether you ran or walked one loop or five like one crazed runner, I do hope you enjoyed the trails at night. There are about 12-13 miles of total trails at Silver Lake County Park, I hope you will come back out again and explore the rest of the park during the day.

All of you that brought treats, huge thank you! Meredith you crushed it again with the Nightcrawlers special edition cupcakes! :)

I realize there are a number of running events on and off the trails, I do thank you for your support and embracing our style of trail fun. Those that joined us for the first time, a special thank you and I hope you make us a bad habit going forward.

Looking ahead... Our next trail event is on September 22nd, yes during the morning! It all started five years ago with this event, [Pike River Trail Run/Walk](#) -- distances will be 3.5 miles and 7 miles (estimated) and we also kick off our Canicross season at this event, visit www.traildogrunners.com to learn more about the largest Canicross series in the Country.

If you have not liked us on Facebook, here is the link...
<https://www.facebook.com/KenoshaRunningCompany/>

Pictures, we took a few, stole a few, and a few were sent to us...
<http://www.xcthrillology.com/nightcrawlers.html>

*** When you are looking for your next pair of ROAD OR TRAIL SHOES, we appreciate you giving us an opportunity. Yes, you can to test drive them on the bike path adjoining our property or on the over 2 acres surrounding our building.
www.KenoshaRunningCompany.com -- 1706 - 22nd Avenue, Kenosha, WI 53140

Thank you all again for a perfect evening.

Running it is just a way of life,
Brian



Click here
for the XC Thrillology
Running/Walking/Canicross
2019 Schedule!

Upcoming area events

Chicago Area Orienteering Club 5K Challenge

UW Parkside in Kenosha WI 5K Challenge; Sunday September 15th.
Starts anytime from 10-Noon, at the parking lot off JR across from the Parkside XC Trail.

You will receive a detailed map of the UW Campus with circled locations that you use to orient yourself to locate. A super fun, family friendly, competitive run or walk electronically timed. A great way to introduce yourself to the sport of Orienteering! This event is hosted by the Chicago Area Orienteering Club (CAOC). Registration is \$10, advanced registration recommended. Please visit Chicago Area Orienteering Club (<http://www.chicago-orienteeing.org/>) to register. After the event stop in at the Petrifying Springs Biergarten in the park (next to the dog park) for fun and friendship.

Saucony Big Timber XC Challenge

Sunday, November 17th, 2019 (rain or shine, hot or cold)
8K (Approximately 5 Miles) • Race/Run start 9:00 am
Camp Big Timber - Big Timber Road, Elgin
REGISTER TODAY!!



For years, Dick Pond Athletics and Saucony have been names synonymous with Cross Country running throughout Chicagoland, in the Midwest, and around the country. And now, Dick Pond Athletics and Saucony invite you to be a part of the Big Timber XC Challenge, the big finish to the 2019 running season.

Join us on the newly developed trails through Camp Big Timber in Elgin, IL, for a 5-mile cross country style race intended for runners of all ages. Whether you're looking for a change of "pace" from monotonous road running or want to take part in the team or costume competition with friends, this race is sure to put an exclamation point on the end of your running season.

Benefitting Boys & Girls Club of Elgin and Boy Scouts of America Free Fires Council.

**XCThrilllogy Newsletter
needs you... to share your
running events with us!!**

Send us upcoming events in Northeast IL or Southeast WI, an experience running/walking an event near or far, news about your club, possibly information about running routes, hidden trails, weekly group runs, or even about fun at local pizza & beer joint. We would love to add these to the newsletter for you... simple as that!!

We encourage your involvement!!!

Promote your event to a broad, vast reader base.

briant@kenosharunningcompany.com office: 262-925-0300 • cell: 414-719-4771



Upcoming area event

SIGN UP TODAY!!!

www.raceentry.com/connecting-communities-for-a-cure/race-information

Only \$5
participation fee



FAMILY FUN WALK

CONNECTING COMMUNITIES FOR A CURE

**SATURDAY
SEPT. 28**

Starts at 9:00 a.m.

LOCATION:

**Integrity Celebrations
Event & Banquet Facility**
2789 Browns Lake Dr., Burlington

**Raise More Money to Cure Cancer!!!
Donation Envelope Pickup Locations:**

- Integrity Funeral, Waterford
- Integrity Celebration Center, Burl.
- Burlington Chamber of Commerce
- Aurora Cancer Care Clinic, Burl.
- Aurora Memorial Hospital of Burl.

Raise over \$100, get a unique swag bag!

PROCEEDS FROM THIS EVENT WILL BENEFIT...

Cancer Patients of Aurora Cancer Care in Burlington

COME FOR THE RUN, STAY FOR THE FUN!
KIWANIS PANCAKE BREAKFAST & CARNIVAL FOR A CURE

**All-You-Can-Eat
PANCAKE
BREAKFAST**

9am to Noon

\$5.00 11 yrs old & up
\$3.00 10 - 3 yrs old
Free 2 & under

**COME ONE. COME ALL.
CARNIVAL**

Unlimited Inflatable Wristband \$15 each

Carnival Game Tickets 20 tickets/\$10 or \$1 ea. | Memorial Balloon \$5 ea. or 3/\$10

10am - 3pm Memorial Balloon Release

BINGO INFLATABLE ATTRACTIONS prizes **DUNK TANK** *carnival food* *Carnival Games*

Sign up online for **5K & buy Pancake Breakfast tickets & Carnival tickets** online too.

Upcoming area events



SEPT. 14-15, 2019
WISCONSIN
KETTLE MORAINE
STATE FOREST



Race The North Face Endurance Challenge Wisconsin this September 14-15 and enjoy the trails of Kettle Moraine State Forest. Choose trail race distances from 5K up to 50 Miles. Use the code KENOSHA20 for 20% off at <http://bit.ly/2Nko1jL>

An ideal course layout for elite speedsters and those taking their first strides in the world of ultra trail running, The Endurance Challenge Wisconsin course is run-able from start to finish, provided that you've trained properly. A large portion of the course takes place on the renowned Ice Age Trail located 60 miles southeast of Madison in the southern reaches of the picturesque Kettle Moraine State Park.

The Course: The forested area, massaged by monstrous glaciers many millennium ago, contains wake-up-call hill climbs of 200-300 feet and enough undulating terrain to challenge even those granite-legged mountain runners. Overall, the soft, forgiving course is primarily single-track peppered with slightly wider, equestrian sections.

Discount Code: **KENOSHA20** for 20% off any race distance.

For more information, check out: <https://www.thenorthface.com/get-outdoors/endurance-challenge/wisconsin.html>



The Most Scenic 50-Mile Run in the Midwest!

Saturday, October 26, 2019 • Door County, Wisconsin
Register today at: www.fall50.com

In mid-to-late October, the fall colors explode across the landscape of Door County and what better way to enjoy them than with a 50-Mile Solo Run?

The 14th annual Fall 50 Solo is a point-to-point road ultra that traces a route from Gills Rock at the tip of the Door peninsula all the way to Sturgeon Bay. Along the way, you'll encounter gently rolling hills, scenic water views, wooded landscapes, and the charming towns of Door County - all against a backdrop of fall color and crazy relay teams. This is a great race with 50-Mile PR potential!

This year we have a lot of exciting changes in store for the Fall 50 Solo, including:

- NEW 12-Hour Time Limit
- Solo-Only Finish Line Tent
- Dedicated Finish Line Food for Solo Runners
- Massages and More!

Run in conjunction with the Fall 50 Relay, the Fall 50 Solo offers you the opportunity to experience Door County in a way you've never experienced it before! Afterwards, stick around for our EPIC finish line party, complete with all-you-can-eat pizza, beer, wine, and soda. You don't want to miss it!

Upcoming area event

Make Atlanta Your Marathon Weekend Race Destination with Best-selling Author Matt Fitzgerald

Sat, 2/29 See the Olympic Marathon Trials
Sun, 3/1 Race the Half/Full Atlanta Marathon

From
\$335



TRAVEL WELL! RACE BETTER!
Book NOW! Space is Limited!

Visit DestinationMiles.com/AtlantaMarathon for package details
www.destinationmiles.com



TRAVEL WELL! RACE BETTER!



WE PLAN



YOU RUN



WE CELEBRATE



Nov 16-17, 2019
www.destinationmiles.com

Upcoming area event

Aurora Health Care presents,

Healthy Aging for Seniors: Mind and Body Wellness Fair



Join us in learning how to keep your mind and body well, as you age.

This event has a special focus on depression, delirium and dementia.

Many resources will be available at the fair, including:

- **Aging & Disability Resource Center (ADRC):** visit with a Dementia Specialist
- **KAFASI:** learn more about their Dementia Live and Memory Masters programs
- **Kenosha Police Department:** learn how to combat scams and **dispose of unused medications**
- **Kenosha Public Library**
- **Kenosha Senior Center**
- **WI Alzheimer's Association**
- **Aurora Pharmacists:** stop by to **review your medications**
- **Aurora Dermatology:** learn about healthy, aging skin with Dr. Dana Griffin
- *And many more Aurora specialties and community organizations!*

Plus, make sure to check-out the presentations!

- 10:00 a.m. - *Practice Mind/Body Connection with Yoga and Tai Chi*, presented and demonstrated by **Aurora Physical Therapist Assistant, Katrina Fronberry**
- 11:00 a.m. - *Spirituality, Humor and Growing Older*, featuring **Allan the Dragon and Pastor Paul**
- 12:00 p.m. - *Maintaining a Healthy Brain as You Age*, presented by **Aurora Director of Senior Services, Dr. Michael L. Malone**

Enjoy lunch, catered by **Hometown Meats and Deli**, and **Paielli's Bakery**, for **only \$6!**

Includes sliced turkey breast with gravy, whipped mashed potatoes, oven roasted seasonal vegetables, fresh fruit salad and apple pie bar!

Space for lunch is limited.

Pre-registration is required for lunch by September 11.

Payment to be made at registration table day-of. **CASH ONLY.**

Wednesday, September 18
8:00 a.m. - 1:00 p.m.

St. Mary's Lutheran Church
2001-80th Street, Kenosha

Fair and presentations are FREE.

To register, please call (262) 857-5634 or visit aurora.org/events and search using keywords "**HEALTHY AGING.**"

Upcoming area event

PIKE RIVER CLEAN-UP

Hosted by the Kenosha Sportfishing and Conservation Association

Petrifying Springs Park- September 21st, 2019

Shelter #4 located near Hwy A from 8:30am till 4:00pm



The Pike River Clean-Up is meant for all ages and all skill levels. If you just want to pick up trash along the river banks and/ or get your waders on to pull tires, debris or log jams, there is plenty to do. Our goal is to keep the Pike River enjoyable for all – kayakers, hikers, fisherman, runners and environmentalist.



What to bring:

- ❖ Work shoes or boots
- ❖ Work Gloves
- ❖ Work Coveralls
- ❖ Hip Boots or Waders
- ❖ Reacher sticks or long steel rakes
- ❖ Canoes, kayaks or flat bottom boat

If you would like to help out with log jams using chain saws and heavy lifting, or have questions or concerns, please email:

Jim Zondlak: pikeriver@kenoshasportfishing.com or call 262-620-1680.

In conjunction with Kenosha County Parks, WDNR and American Rivers.



Upcoming area event



QUESTIONS? CONTACT SANDY:
SWIEMEYER@PLEASANTPRAIRIEWI.GOV

RUNNING & CORE DEVELOPMENT PROGRAM

Monday's & Thursday's | 5:45-7:00am OR 5:45-7:00pm | Sep. 16-Oct. 26
FEES: \$156 (Includes Scary in the Prairie 5K/10K Registration)

REGISTRATION:
recplexonline.com

ABOUT	KEY ASPECTS
Brian Thomas will be directing this program and his personal approach will ensure your success. Each session will include: Dynamic Warm Up, Cardio Workout and Core Development Skills.	Assess running bio-mechanics and guide to make improvements Develop cardio program based upon current fitness level (all levels) Determine range of motion, stability & mobility to determine core development skills Dynamic Warm Up to allow your body to have a great workout

THE "75 MINUTE" WORKOUT

Dynamic Warm-Up (20min) - Break (5min) - Cardio (20min of running/walk-run based on ability) - Break (5min)
Core Development (20min of universal/individual drills based on needs) - Stretching (5min)

TRAIN FOR OUR UPCOMING EVENTS
Scary in the Prairie 5K/10K
Saturday, October 26

RECREATION
Pleasant Prairie

RecPLEX

9900 Terwall Terrace, Pleasant Prairie, WI 53158
262.947.0437 • recplexonline.com

f t i

AM Class signup

<https://hnd-p-ols.spectrumng.net/VPP/Members/PR/ProgramDetails.aspx?catguid=68d4965f-d8fa-4d4e-b672-2b907c3a0bda&scheduleGuid=d9d5baf3-a383-4546-b5f0-dc408ae5a09b&source=ProgramList>

PM Class signup

<https://hnd-p-ols.spectrumng.net/VPP/Members/PR/ProgramDetails.aspx?catguid=68d4965f-d8fa-4d4e-b672-2b907c3a0bda&scheduleGuid=9500e63a-e83c-4efd-8c49-6e4a7b0c534b&source=ProgramList>

Upcoming area event



Get your glow on at the Glow in the Garten 3K Fun Run/Walk at Petrifying Springs Park & Biergarten! Enjoy a night of family fun with everything neon, light-up and glow-in-the-dark. This event is put on by Boys & Girls Club of Kenosha, Petrifying Springs Biergarten and Kenosha County Parks.

When: Saturday, September 14th, 6 - 9pm. The official Glow in the Garten race will kick off at 7:15pm. The short race for kids 12 and under will begin at 6:30pm. Disclaimer: the route is technically 3.5 kilometers! The race will not be timed with chips, but a clock will be available at the finish line.

Where: Petrifying Springs Biergarten & Park.

What's Included: An awesome 3.5 kilometer course filled with light-up and glow-in-the-dark decorations, a t-shirt, post-race beverage, and post-race entertainment including face painting, a balloon artist and DJ music at the Biergarten!

Packet Pick-Up: Race packets may be picked up at the Boys & Girls Club of Kenosha (1330 52nd St.) on Friday, September 13th from 1 - 5pm OR on the day of the race at Petrifying Springs Biergarten beginning at 5:30pm.

Registration: Register [here online](#) or in person at the Boys & Girls Club of Kenosha.

Age Breakdown: Children: Ages 3 - 12. Adults: 13 and up. Kids 3 and under are free and do not need to register (will not receive a t-shirt or packet). If you want a t-shirt and packet for your child age 3 or under, please purchase a child registration.

Registration Cost: Adult: \$30. Child: \$25.

*Please note, if you register after August 28th, we cannot guarantee your correct t-shirt size will be available.

Day Of Cost: September 15th. Adult: \$35. Child: \$30.

No refunds. All proceeds benefit the Boys & Girls Club of Kenosha.

Where to find Kenosha Running Company?

Kenosha Running Company is proud to be a part of the community. Here are a few places you can join us during the next month. We hope to see you there...

09/14/19	North Face Endurance Challenge	Ottawa Lake, Dousman, WI	7 a.m. - 4 p.m.
09/15/19	North Face Endurance Challenge	Ottawa Lake, Dousman, WI	8 a.m. - 1 p.m.
09/21/19	Fromm Pet Fest	Festival Park, Milwaukee, WI	10 a.m. - 6 p.m.
09/22/19	Pike River Trail Run/Walk	Petrifying Springs Park, Kenosha, WI	10:15 a.m. - 3 p.m.
09/28/19	5K Family Fun Walk / Carnival for a Cure	Integrity Celebrations, Burlington, WI	8:30 a.m. - 3 p.m.
10/06/19	Walk for Paws	Kenosha, WI	9 a.m. - 1:30 p.m.
10/20/19	WolfPack Trail Run / Trail Dog Distance	Richard Bong State Recreation Area	7 a.m. - 7 p.m.
11/09/19	Evil Smiley Veteran's Day Run	UW-Parkside Track	9 a.m. - 1:30 p.m.
11/23/19	Trails Are Alive Night Adventure	Lake Geneva Canopy Tours	2 p.m. - 8 p.m.
12/07/19	Hateya Trail Run	Lake Geneva Canopy Tours	10:15 a.m. - 3 p.m.

Please contact us a (262) 925-0300 or briant@kenosharunningcompany.com for more information on any of these listed events.



Special offers from Kenosha Running Company



Altra Superior 4 – a minimalist trail shoe which provides maximum fun!

The Superior 4.0 has been redesigned from previous models to provide more security and support of the foot.

The forefoot area of the upper is an accommodating, seamless toebox with welded-on overlays is made of Quick-Dry Air Mesh that has some stretch to it. The midfoot features a sort of wrap that is integrated into the lacing and burrito tongue, but this wrap also extends to the shoe's heel cup.

The rubber toe cap of the Superiors contains some small drainage holes, so if you have to do any water crossings you won't have to worry about water sloshing around your shoes for long.

The heel and side panels are slightly reinforced to give the Superior a bit of structure through the midfoot and in the heel, but not so much structure as to restrict movement or cause any discomfort while running.

The outsole is made of Altra's MaxTrac rubber with trail claw multi-directional lugs which is somewhat firm but definitely flexible enough to allow the shoe to move with your feet as you run. The heel rudder from the previous models has disappeared. These features provide a foundation that allows you to really feel the trail beneath your feet.

The midsole of the Altra Superior 4.0 is composed of their new proprietary Quantic foam, which is similar in durability to Altra's EGO foam blend but is lighter in weight. This cushioning is comfortable on the trails but also when running on pavement.

Altra has created something that has been neglected in the market; a true minimalist shoe that is great for hiking, shorter trail runs, and even speed work.

Kenosha Running Company has the Altra Superior 4 waiting for your test drive. Available in Women's in Plum and Men's in Blue/Grey.

Only \$110.00 RETAIL



Altra Paradigm 4.0 – All the Bells and Whistles!

The Altra Paradigm 4.0 is an ultra-cushioned daily trainer that offers the most technology and a plush, ultra ride for runners wanting to log high miles and maintain the zero-drop running lifestyle.

The Paradigm uses Altra's Ego midsole compound which is "designed for high energy return" and using a durable material. This energy return is easily noticeable on all distances.

This updated version of the shoe also features "Guide Rails" to the top of the midsole around the upper to help stabilize the heel and add a little structure through your gait. A "Stabili-Pod" on the outside of the sole unit increases stability as you progress to your toe-off.

Beyond the stability and large layer of cushion, Altra made sure to include grooves in the foam to increase flexibility and provide for a more natural flex to your foot through your run.

On the outsole, the company continues to use their "Foot-Pod Outsole" which includes pods for each of your toes and grooves that allow for firm grip on all surfaces. This material and the pods were updated in this shoe to improve flexibility throughout your gait.

The seamless knit upper keeps to the company's promise of foot-shaped designs. This means that the heel starts medium-to-narrow, narrows more in the midfoot and then splays out into a wide and roomy toe box. The knit material is ventilated well and allows for air to come in while keeping dirt and other things out.

The Paradigm is a remarkably soft trainer capable of propelling your body forward fast. It is meant to handle long runs, recovery runs and some uptempo running.

Try them for a test tempo! Women's in Blue. Men's in Blue/Yellow.

Only \$150.00 RETAIL

Stop by the Kenosha Running Company store to check out any of these great deals, plus much more...
(1706 - 22nd Avenue, Kenosha, WI) Questions? Call 262-925-0300 or email: briant@kenosharunningcompany.com

Running & CaniCross Specialty Destination



Specializing in
**RUNNING &
CANICROSS**
(262) 925-0300

www.KenoshaRunningCompany.com

1706 - 22nd Avenue, Kenosha, WI

Kenosha County's Only
**"Run Specialty &
CaniCross Store"**

- Road Shoes
- Trail Shoes
- Running Gear
- Apparel & Socks
- CaniCross Gear
for Dog-Loving
Runners & Walkers
- Personal & Group
Training Programs



*KRC is the proud organizer
of XC Thrillology
Trail & CaniCross Events*

www.XCThrillology.com



store

Online -or- Brick & Mortar

Where and when you need...

Online Store

(<http://www.krco.mybigcommerce.com>)

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1706 - 22nd Avenue, Kenosha, WI





store

Online Store

(<http://www.krco.mybigcommerce.com>)

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Trail & Road Shoes



SALMING.



CaniCross Products



Non-stop
dogwear.no



Additional Accessories



swiftwick.



skratch LABS



KNUCKLE LIGHTS



Personal & group coaching...



Kenosha Running Company has formed Group Running Programs for all ages and abilities. We are also expanding our personal coaching program and welcoming all abilities and experience levels. Whether you are wanting to run your first 5K or set a new PR at any distance, or get more comfortable running on trails we will be able to guide you along.

GENERAL OVERVIEW OF OUR PROGRAMS:

- Evaluation of running form.
- Cardio development through personalized workouts.
- Training schedules prepared for general running and to achieve peak performance for a given date and distance.
- Core development.
- Dynamic warm-up.
- Evaluation of range of motion, stability, strength and flexibility.
- Weekly and bi-weekly group and individual work outs.
- Fees based upon level of assistance you are requesting.

** Trail Running preparation**

We will have a group specifically for the Wisconsin Marathon – Half Marathon – 5k held on May 4th.

Coaching services developed and managed by:

Jim Heiring – Three Olympian in Racewalking and very well established Road and Trail runner.

Brian Thomas – High School Cross Country & Track Coach, personal & running program coach and runner for the past 44 years.

To learn more about our program, call 262-652-8660 or email briant@kenosharunningcompany.com

Special promotional deals



Military Program continues in 2019

In 2018, we started a program to express our appreciation and to honor our Military Veterans, Active Duty, Reserves, and Spouses by extending an invitation to enter our events for FREE with our gratitude. Based on the success of this program last year, we will be continuing this program in 2019 and beyond.

Many of you have contributed to this program when you sign up for our events, and it is very much appreciated. We were able to extend over \$5,000 worth of entries and we had donations of close to \$700. In addition to continuing this program, we want to grow it!

I am looking for those that are connected to different military groups that we can reach out to and that you can personally invite. We are also looking for financial supporters whether individuals or companies to assist in making this program maintainable and sustainable for the long term.

If you feel moved to assist in growing the program in the ways I have referenced or in other ways, please share them... email briant@kenossharunningcompany.com or call 262-925-0300.

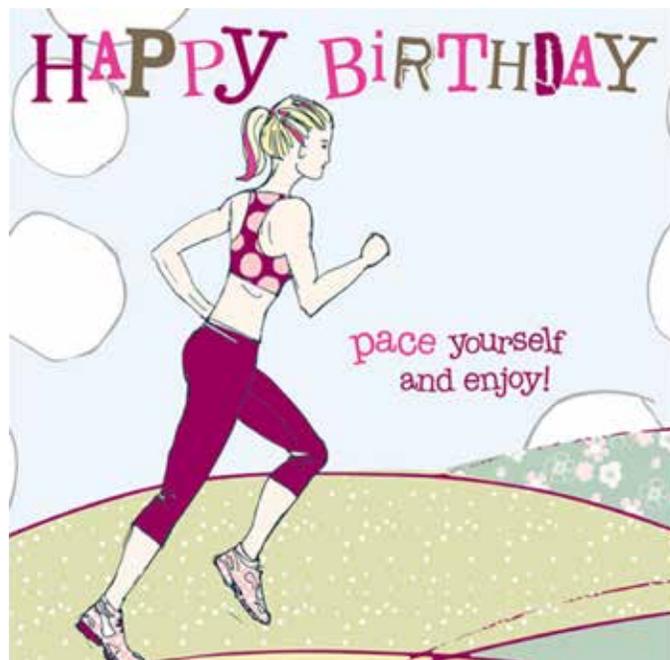
Let's celebrate your birthday!!

We currently have an event in almost every month of the year (May is still work in progress!) and we will be launching a new fun program for 2019.

If you have a birthday in the month of one our events, you can run for FREE... provided you get at least five friends to join in running or walking our event. These friends need to sign up online or at our store prior to the event and pay the normal entry fee. When they sign up online, we have a question that asks are you running for a Charity... your friend should put in your first name and date of your birthday, for example Brian420.

If you wish to participate in this program, email Stephaniez@kenossharunningcompany.com with the charity code you are sharing with your friends and your name. Once we have at least five entries using that code, we will give you an online code to allow you to sign up for free... it's that easy!

Let us know if you have any questions or if you are ready to start planning your birthday run with us.





THRILLOGY

2019-2020 TRAIL & PARADE RUNNING & WALKING SERIES

The XC Thrilllogy Trail Series is entering the fifth year of holding trail events and is the largest trail series in the state of Wisconsin. We welcome walkers and runners of all abilities, and our focus is on making our events friendly in all regards. Our events proudly offer a variety of distances on varying trails throughout six select locations. If you are looking for ultra distances or relays, or perhaps a fun parade run, then we have you covered. We are proud to work with numerous charities throughout the year and continue our tradition of our events being free for all military veterans, active duty, and their spouses.

<p>January 2020</p>	<p>June 2020</p>	<p>August 2020</p>	<p>Veteran's Day Run</p> <p>Saturday, Nov. 9, 2019</p>
<p>February 2020</p>	<p>July 2020</p>	<p>Sunday, Sept. 22, 2019</p>	<p>Saturday, Dec. 7, 2019</p>
<p>March 2020</p>	<p>July 2020</p>	<p>Sunday, Oct. 20, 2019</p>	<p>LOCATIONS:</p> <ul style="list-style-type: none"> Bristol Woods County Park, Bristol, WI Lake Geneva Canopy Tours, Lake Geneva, WI Bong State Recreation Area, Kansasville, WI Petrifying Springs Park, Kenosha, WI UW-Parkside XC Course, Kenosha, WI Silver Lake Park, Salem Lakes, WI UW-Parkside Campus, Kenosha, WI
<p>April 2020</p>	<p>July 2020</p>	<p>Saturday, Nov. 23, 2019</p>	