



www.XCThrillogy.com



Kenosha Running Company

P.O. Box 126, 4112 Sheridan Road -- Kenosha, WI 53141

(262) 925-0300 -- Fax: (262) 652-1388

www.kenosharunningcompany.com -- brian@kenosharunningcompany.com

Issue #37 • May 2018



Coueurs de Bois

Sunday

June 10, 2018

Petrifying Springs

County Park

Kenosha, WI



REGISTER TODAY!!

Event alerts

- **Wisconsin Marathon**
Fri.-Sat., May 4-5
Kenosha, WI
- **Lake County (Indiana) Pet Expo**
Saturday, May 5
Crown Point, IN (Fairgrounds)
- **Dances With Dirt Gnaw Bone**
Saturday, May 19
Nashville, IN
- **Operation Finally Home 5K**
Saturday, May 26
Menomonee Falls, WI
- **Coueurs de bois Trail Run/Relay**
Sunday, June 8
Petrifying Springs Park, Kenosha, WI
- **Kenosha Civic Veterans Parade Run (2-mile)**
Sunday, July 1 - Kenosha, WI
- **Kenosha YMCA Firecracker 5K & 10K**
Sunday, July 1 - Kenosha, WI
- **Honoring Somer's Hereos Mile Run (Parade Run)**
Wednesday, July 4 - Somers, WI
- **Fort2Base**
Sunday, Aug. 26 - Chicago, IL

Hello from Kenosha

As many of you know I am in the process of opening a running and CaniCross specialty destination in Kenosha. I have been functioning as the general contractor and to be honest dealing with the City of Kenosha, contractors, etc. over the past 8 months is sucking the life right out of me!

Our hopes to be open sometime in mid-late May were swept away as I thought I had a bullet proof plan for our parking lot, landscaping and outside lighting (met with the City first to review before submitting) only to find out 30 days later it was not complete. I was not happy to say the least, but move forward we must.

Partnering with shoe manufacturers has been much more difficult than I would have ever imagined. We will be the only location of its kind serving Kenosha County, Racine County, Walworth County (all in WI) and Northern

Lake County in IL. I am thankful that 361, Scarpa and Altra believe in us. I need your help, we would like to secure two more brands, please email me brian@kenosharunningcompany.com and tell the brand you would like us to offer in SE WI.

Our hope is to be open by late June and yes we will keep you posted.

We have a great summer of running ahead of us and hope you will join us starting with the Coueurs de Bois Trail Run and Relay on June 10th, and throughout the summer months. Highlighted with parade runs, Hilloopy, Hot Hilly Hairy and our August night trail event.

Those of you running the Ice Age... best of fun and success!

Running it is just a way of life.
Brian

Product partners...



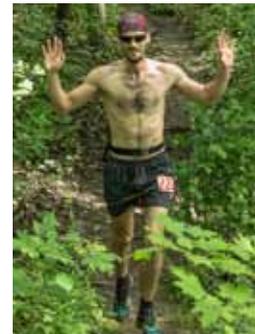
The next XC Thrilllogy exciting event



Coureurs de Bois Trail Run & Relay

Sunday, June 10, 2018
Petrifying Springs County Park
Kenosha, WI

REGISTER TODAY!!!!



4 or 8 mile walk

8, 12 or 16 mile run

16 mile 2-person relay



Petrifying Springs County Park in Kenosha, WI, is the location and provides perhaps the best trails along the Pike River. This is an ideal trail running and walking event for the more adventure-minded runners and walkers. You will encounter single track trails, groomed trails, up and down hills, and, if the Pike River cooperates, a river crossing (the water at the crossing points is typically less than 12 inches deep). If the course sounds a little challenging, at times it can be, but it is welcoming and we promise that you will love this course!

Coureurs de Bois (which means to run in the woods) offers four different distances for runners; 4 miles, 8 miles, 12 miles and 16 miles and two different distance for walkers; 4 miles and 8 miles. Runners can also run the 16 miles as a two person relay, alternating the 4 mile loop. The relay as it turns out can be a great event for couples with younger children, while one runs the other is playing with the kids! Last year a couple told me it was the first time they could run the same event together!

For those that enjoy running or walking with their dog, this is a dog friendly event!

We started a tradition last year of serving crepes and other great food and soda and will continue that tradition!



Yet another upcoming exciting XC Thrillology event



Kenosha Civic Veterans Parade Run (2 mile)

Sunday, July 1, 2018
12:20 p.m., Kenosha, WI
Limited to 150 runners!!

Registration is now open!!
Register today!

This first annual event will be held with thousands of spectators lining the parade route for this 2-mile run. In addition to awards for the fastest of runners, awards will also be given out based on the best 4th of July running outfit and we will recognize those running in the memory of a veteran.

Entry fee will be \$15.00.

Sign up early... space is limited. Registration will open in February 2018.

Limited to 150 runners for the 12:20 start Limited to 75 athletes for the 12:10 start

This event we feature wheelchair athletes and adaptive sports athletes. Enter early as we are limiting the entries to 225. There will be a 30-minute time limit to complete this two-mile run.

This event will benefit the Honor Flight program. The purpose of the Honor Flight is to fly veterans, free of charge, to see the memorials created for them in Washington D.C. In addition, to a portion of your race entry fee, a donation can be made to Stars and Stripes Honor Flight with your online registration. Donations can be made to Stars and Stripes Honor Flight without race registration. Please click the green Donate button.

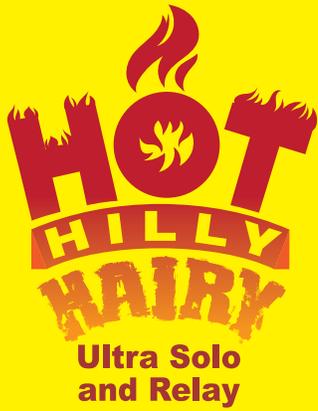
The Kenosha Running Company is humbled and thankful to announce that all military veterans, active serviceman, and their spouses will be able to run/walk all of our 2018 events for free. If you are a veteran, active serviceman, or a spouse, please email us (stephaniez@kenosharunningcompany.com) or call our office (262)925-0300 to get the discount code for the free entry. Please note, you will have to show your military ID at packet pick up. If you are not involved in the military, please consider a donation to the military program so it will be maintainable and sustainable for many years to come. If you are interested in donating to the military program, please contact stephaniez@kenosharunningcompany.com

XC Thrillology "Rundraising" Program

Associated with a charity that would like to enhance awareness or have a fundraiser? Our program would be a great fit. If you are a runner or walker and raising money for a charity, you can use our events for your cause.

Contact Stephanie Zuehls at stephaniez@kenosharunningcompany.com or call 262-925-0300.





Hot Hilly Hairy Ultra Solo and Relay

Saturday July 28, 2018

UW-Parkside National Cross Country Course, Kenosha, WI

SOLO

- The Death March -- 18 hour race -- 6:00am
- 100K Ultra Solo - 6:00am
- 85K Ultra Solo -- 6:00am
- 50K -- 6:00am
- 65K The Dragon Dare -- four races one day -- 6:00am
- 30K -- 6:00am
- 20K -- 6:00am, noon, 6:00pm
- 10K -- 6:00am, noon, 6:00pm
- Charge the Knight 5K -- 9:00pm

RELAY

- 85K Relay -- 6:00am
- 50K Relay -- 6:00am
- 30K Relay -- 6:00am

REGISTER TODAY!

Upcoming XC Thrillology events

Honoring Somer's Heroes Mile Run

Wed., July 4, 2018
1:30 p.m.
Somers, WI



Register Today!!

Limited to 150 runners!!



HIL100+PY RELAY

Hilloopy 100+ Relay

Sat., July 28, 2018
6:00 a.m.
UW-Parkside National Cross Country Course, Kenosha, WI

Register Today!!

Nightcrawler Trail Adventure

Sat., August 11, 2018
Silver Lake Park
Silver Lake, WI

Register Today!!



Oktoberfest 5K+

Sat., September 8, 2018
Old Settlers Park
Paddock Lake, WI

Register Today!!

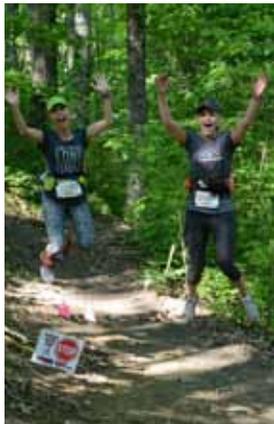
Upcoming area events

Dances With Dirt Gnaw Bone - Indiana Style!

Looking for more trail fun? Look no further than Dances With Dirt Gnaw Bone, an extreme trail run on May 19, 2018 in the wicked hills of Nashville, Indiana. The terrain at Dances With Dirt will bring you shock and awe, from the breathtaking natural beauty of the area to the gnarly single track trails. This insane test of human endurance will leave you knowing you are fully awake, alive and living life in full color!

Hit the trails for 10K, Half Marathon, Full Marathon, 50K, 50 Mile or grab your friends to form an extreme relay team. Pair that with sweet swag, a BBQ spread and some fine brews and you've got the makings of a seriously kick-butt day.

Check out the event:
<http://dwdgnawbone.com/>



Fort2Base Race

Join us for the 8th annual Fort2Base Race on Sunday August 26th.

Two unique events distances to choose from, 10 or 3 Nautical Miles (11.5 or 3.45 miles). 1/4 zip long sleep tech shirts, one of a kind finisher's medals for each event distance, free downloadable photos and family friendly post-race party open to all!

For more information or to register visit www.fort2base.com



North Face Endurance Challenge

Kenosha Running Company is partnering with The North Face Endurance Challenge Wisconsin again in 2018. The race will take place on September 15-16 on the trails of Kettle Moraine State Park and the Ice Age Trail. Race trail running distances of 50 Mile, 50K, Marathon, Marathon Relay on Saturday and Half Marathon, 10K, 5K on Sunday.

Use the code **KRC20** at checkout to receive **20% off** any trail race distance.

Register Now: <http://bit.ly/2Cm12NX>

Website For More Details:

<https://www.thenorthface.com/get-outdoors/endurance-challenge/wisconsin.html>

Upcoming area events

HILLOOPY RELAY

We Want You!!

For our XC Thrilllogy Bandits Hilloopy Team

The 4th Annual Hilloopy is well on its way and as our tradition, we are inviting you to run on our team... The XC Thrilllogy Bandits!!! Many of you would like the idea of running on a team, but do not have the time to organize your own team or know enough runners to put a team of 10 runners together. Whether you are new runner, slow or fast, old or young... we want you! This is a tailgate running kind of event and I hope you take the next step!!! For more information, visit <http://www.xcthrilllogy.com/hilloopy-100--relay---7-28.html> Questions? Call 262-925-0300 or email briant@kenosharunningcompany.com

Ready to sign up? Our Team name is XCTBandits Password is Bandits

<https://www.raceentry.com/race-reviews/hil100py-relay> Mark your calendar for July 28th and see you then!



Upcoming area events



*New for 2018
- 100K -*

No cutoff times!

**Housing available in
UW-Parkside dorms.**

**Summer running
tailgate party!**

Hot Hilly Hairy Ultra Solo and Relay

Saturday, July 28, 2018

UW-Parkside National Cross Country Course
Kenosha, WI

SOLO

- The Death March -- 18 hour race -- 6:00am
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RELAY

- 85K Relay -- 6:00am
- 50K Relay -- 6:00am
- 30K Relay -- 6:00am



**REGISTER
TODAY!**



Upcoming area events

Kenosha Firecracker Run

Sunday, July 1



Celebrate your independence and healthy lifestyle with an exhilarating run through historic downtown Kenosha! Hundreds of participants come from near and far to compete in a race that winds its way through the Third Avenue Historic District and Kenosha's fabulous lakefront. For the participant and spectator alike, this race is hard to beat!

The race is USATF Certified and will take place along Kenosha's scenic lakefront harbor and historic district. There will be 4 water stations located on the course for the safety of the runners.

NEW – REGISTRATION OPTIONS

Through April 30th

5K = \$20

10K = \$25

Through June 27th

5K = \$25

10K = \$30

LAST CHANCE TO REGISTER: Saturday, June 30th from 9am – 2pm at the YMCA

There will be NO Same Day Registration

Register online at www.itsyourrace.com

RACE INFORMATION

Race Day: Sunday, July 1, 2018

BOTH Races will Start @: 8:30am

Race Location: Kenosha Library Park (5947 7th Avenue, Kenosha, WI 53140)

Race Distances: 10K Run -OR- 5K Run / Walk

Packet Pick-up:

– Sat., June 30 from 9am – 2pm (Also, last change registration)

– Sun., July 1, (Race Day), 7-8am at the

Race Registration Area (Library Park)



Kettle Moraine 100

Endurance Run

Saturday, June 2

- 100m solo
- 100k solo
- 100m relay
- 50k solo
- 38m night fun run
- Volunteer

<http://kettle100.com/>

In the rolling hills and meadows of the Kettle Moraine, tough runners commit themselves to a grueling task: conquering unforgiving terrain and unpredictable conditions. It's beautiful: lots of nature and fun people to meet and compete. The task can be completed solo or as a team. Most teams form up with 4 members. Sign up!

Registration info:

[https://www.runrace.net/findarace.](https://www.runrace.net/findarace.php?id=18153WI&tab=a3)

[php?id=18153WI&tab=a3](https://www.runrace.net/findarace.php?id=18153WI&tab=a3)

Early discount rego by April 22. Online registration ends at 6pm on May 26th, 2018.

Training for all! We have a spreadsheet with contact info of 20+ runners of varying abilities. We schedule practice days of varying lengths or you can find a buddy near you to motivate you into regular intervals.

If interested in a 19 or 31 mile leg and want/have a team, contact Clinton Copple at cjcopple@gmail.com.

Upcoming area events

Time to Get Your Ultra On & Relay Team Together

Saturday, July 28
UW-Parkside National Cross Country Course
Kenosha, WI



Racine Lighthouse Run June 16, 2018 – 40th Anniversary

During its 39 year history, Lighthouse Run, presented by Educators Credit Union, The Journal Times and the Racine Family YMCA, has evolved into one of the premier road run/walks in the state of Wisconsin. That tradition continues in 2018 with the Image Management 10 Mile Run, Racine Family Y 4 Mile Run, Modine 4 & 2 Mile Fun Run/Walk, LandMark Credit Union Kids Power Race and Cree Mascot Challenge.

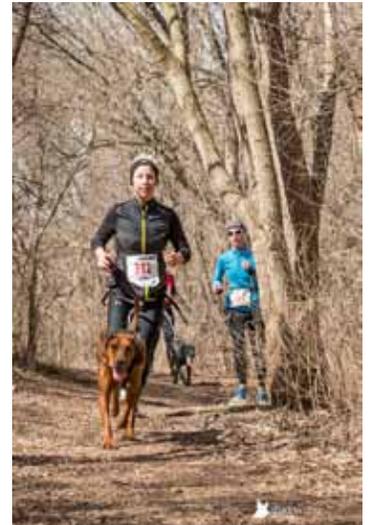
Offering both competitive and non-competitive events, Lighthouse Run serves as the official kick-off to summer fitness awareness.

Proceeds from your participation in the Lighthouse Run help support the YMCA Strong Kids Campaign.



XC Thrillology event review

A look back...



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

CaniXC -- putting the tails on the trails



[Check out CaniCross on YouTube](#)

We are starting our third year of hosting CaniXC events and we are loving it! If you're wondering what CaniCross is then you're not alone. This is one of the fastest growing sports that one can do with their dog. 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. While you can certainly participate and just run with your dog the idea behind CaniCross is that the dog is actually pulling you while you are running.

You are welcome to run or walk with your dog either on a leash or with the dog harnessed and attached to your running belt. We can also properly fit you and your dog with harness, lead line and running belt. We are partners with Howling Dog Alaska, Non-Stop Dog Wear and Kurgo.

We want this to be a fun experience for both you and your dog, so we encourage you to come and try out this sport. We have two exclusive CaniXC events and five CaniXC events associated with our trail events. We will also have a number of additional dog friendly events.

<p>im Schnee festsetzen CaniCross</p> <p>Watch for our 2019 event Bristol Woods Park Bristol, WI</p>	<p>Boreas Trail Adventure CaniCross</p> <p>Watch for our 2019 event Bristol Woods Park Bristol, WI</p>	<p>Hills Are Alive Trail CaniCross</p> <p>Watch for our 2019 event KD Park Burlington, WI</p>
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 <p>MIDWEST CHAMPIONSHIP</p> <p>Watch for our 2019 event KD Park, Burlington, WI</p>	<p>This all-day event will be highlighted with 1.75m, 3.1m, 6.2m. We will have open and masters age groups and subcategories based on the weight of the dog.</p> <p>This event is open to all abilities and walkers.</p> <p>The course at KD County park offers wide trails, challenging hills and great scenic views of this hill-n-dale course.</p>	
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<p>Pike River Trail CaniCross</p> <p>Saturday, Sept. 29, 2018 10:15 a.m. (3.5m & 7m) Petrifying Springs Park Kenosha, WI</p>	 <p>Trail Dog Distance Classic</p> <p>Sun., Nov. 11, 2018 2:30 p.m. (4.5m & 9m) Bong State Recreation Area Kansasville, WI</p>	<p>Hateya Trail CaniCross</p> <p>Saturday, Dec. 8, 2018 10:15 a.m. (3.5m & 7m) KD Park Burlington, WI</p>
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Programs

MILITARY

The Kenosha Running Company is humbled and thankful to announce that all military veterans, active serviceman and their spouses will be able to run/walk all of our 2018 events for free. Enter in one of three ways; call our office at 262-925-0300, mail in an entry form or enter online (call to get a discount code). We are also looking for:

1. Assistant Race Director (volunteer position) to help nurture & grow this program. 2. We would like to give others the chance to support this program financially so it is maintainable and sustainable for many years to come.



ADAPTIVE ATHLETES

As we evolve our events it is also time to evolve our ability to be as inclusive as possible. We are making our parade events on July 1st, July 4th and December 2nd wheelchair athlete, wheelchair assisted and amputee (those able to run or walk on blades or similar) welcoming events. We are desiring to make all of our events welcoming to visually impaired runners and walkers. We are also wanting to accommodate those that suffer from PTSD by starting at an earlier times. With this program in mind, we need: 1. Assistant Race Director(s) (volunteer position). 2. Guide Runners & Walkers.



KID'S TRAIL EVENT

We would like to develop four kid trail races that would be 400 to 800 meters that would be run at the conclusion of our regular trail events. I am thinking our March, June, Sept. and Sept. events. We are in need of an Assistant Race Director to oversee and develop this aspect of our trail events.



AUTISM TRAIL TEAM

I have read stories on a similar program out East and want to develop and support an ATT here in SE WI. Honestly I have no background in this and ignorant to all the many aspects that parents deal with and the different levels of Autism. We need some coaches and Assistant Race Directors (volunteer positions) to help develop and manage this program.



Partnership Request for New Military Program

Starting with the Hateya Trail Run & CaniCross on December 9th and going forward, all of our events for military veterans, active serviceman and their spouses will be free. In order to make this program maintainable and sustainable we will need partners

to promote our events and provide financial support. If you are willing to join us in making this new program a success please contact me and let's discuss how to achieve our shared objectives. Any amount of time or financial assistance is welcome and sincerely appreciated.

Thank you for your consideration. If you are ready to make a financial contribution, make your check to Kenosha Running Company, Inc. and mail to: PO Box 126, Kenosha, WI 53141. If you would like to honor someone with your contribution, please let us know.

Contact Brian Thomas at 262-925-0300 or e-mail briant@kenosharunningcompany.com if you have questions on these programs and/or want to assistant with your time.



ALL EVENTS HELD IN THE KENOSHA COUNTY PARKS ARE PRESENTED BY:

**Kenosha County Parks and
Kenosha County Executive Jim Kreuser**

Rundraising partner

Announcing our newest rundraising partner



7404 Northwest Hwy. 83
Mukwonago, WI 53149
(262) 806-4080
www.willowcreekranch.org
wcrvolunteercoordinator@mail.com

Willow Creek Ranch is located on 26 beautiful acres of trees, fields and ponds in Southeaster Wisconsin. It is five miles north of Waterford on Hwy. 83 or three miles south of Mukwonago on Hwy. 83.

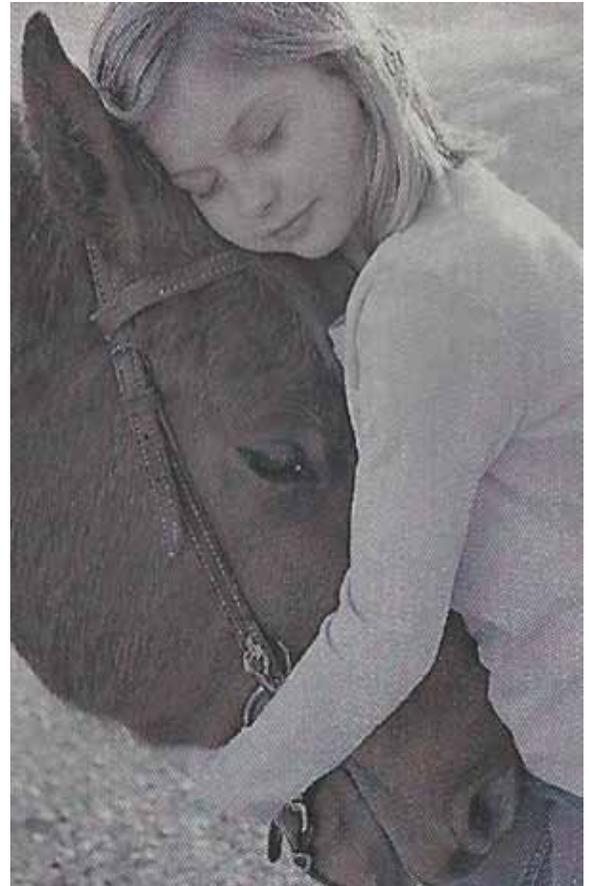
Willow Creek Ranch, Inc. (WCR) is a non-profit 501(c)3 therapeutic riding center for children and adults with special needs, with additional equine-related therapy services.

WCR provides services for a variety of needs, including:

- **ADHD and sensory processing**
- **Autism spectrum disorder**
- **Cerebral palsy**
- **Down syndrome**
- **Traumatic brain injury**
- **Developmental delay**
- **Visual, hearing impairments**
- **Mental health**
- **Physical, emotional, spiritual growth**

Riding and interacting with horses provides physical, psychological and social benefits. At WCR Therapeutic Riding Center, we extend those benefits to special needs children and adults through teach basic horsemanship skills. Your tax-deductible donation can provide support for the riders, horse care and program costs.

For more information on becoming a...
Rundraiser Partner with Kenosha Running Company and XC Thrilllogy,
please contact Brian T. at briant@kenosharunningcompany.com or
Stephanie Z. at stephaniez@kenosharunningcompany.com.



Special offers



361-SPIRE 2

[To purchase online, click here...](#)

Run for FREE!!!

Purchase of all new shoes... receive 1 of our select trail running events FREE!!

We also have special discounts for the 361° shoes at all of our events.



361-FEISU



***** SPECIAL OFFER: Buy a pair of shoes, and you get to participate in one of our events for FREE!!!!**

(Excludes the Hot Hilly Hairy, Hilloopy and WolfPack Trail Run events.)

[To purchase online, click here...](#)

Introducing the Neutron 2

They make some of the best trail running shoes that you have never heard of!!!! We have partnered up with them and can now bring you these great shoes. I have been running in the Atom, a lightweight trail running shoe with excellent traction on every surface and fit perfectly right from the first run. This shoe fits true to size for me and looking forward to many miles on the trails with them! We are introducing three models for men and women, the Atom (\$120), the SPIN (\$130) and the Neutron 2 (\$135). I can order any shoe you like from www.Scarpa.com and receive the bonuses.

Questions, concerns and to place your order, e-mail briant@kenosharunningcompany.com anytime or call 262-925-0300.



[To purchase online, click here...](#)

PET RUNNING GEAR:

www.kenosharunningcompanystore.com/



store proudly offering...



Access the inaccessible®



XC Thrilllogy product & gear



Kenosha Running Company is on the grow! Check it out...

Just as we keep expanding our trail offerings to create more opportunities for trail runners and walkers to have fun, we are also working towards serving other needs of our running/walking community. Many of you know of our plan to open a retail store in the future. This store will be THE place to purchase your running gear (trail & road) and will be a hub for the running and CaniCross enthusiasts in the area.

As we work towards this goal, the Kenosha Running Company {online} Store (<https://www.kenosharunningcompanystore.com/>), was created to start the ball rolling. It has the same awesome merchandise that you can buy at our events, but now you can purchase it anytime!

XC Thrilllogy Swag for Sale

- String Bag\$8.00
- Large Red Duffel Bag..... \$20.00
- Frisbee\$3.00
- HooRag.....\$8.00
- Stainless Steel Water Bottle.....\$8.00
- Hats..... \$15.00
- Beach Towel \$15.00
- Gloves.....\$5.00
- Stadium Blanket \$20.00
- Trail Toes Anti-Blisters Cream.... \$12.00
- Trail Toes Foot & Body Cream. \$13.00
- Trail Toes Foot & Body Cream. \$22.00

Cash, checks or credit cards accepted. Checks payable to: Kenosha Running Company
Call: 262-925-0300

Order now!!!
Click here to place your order.



hybrid
CONCEPT



XC Thrilllogy calendar (www.XCThrilllogy.com)



caniX
EVENT

2019
Bristol Woods Park
Bristol, WI



caniX
EVENT

2019
Bristol Woods Park
Bristol, WI



caniX
EVENT

2019
KD Park
Burlington, WI



DOG
friendly

Sunday
June 10, 2018
Petifying Springs Park
Kenosha, WI



Sunday
July 1, 2018
Kenosha, WI



\$\$\$
prize money

Wednesday
July 4, 2018
Somers Post Office
Somers, WI



Saturday
July 28, 2018
UW-P National
XC-Course
Kenosha, WI



\$\$\$
prize money

Saturday
July 28, 2018
UW-P National
XC-Course
Kenosha, WI



DOG
friendly

Saturday
Aug. 11, 2018
Silver Lake Park
Silver Lake, WI



DOG
friendly

Saturday
Sept. 8, 2018
Old Settlers Park
Paddock Lake, WI



caniX
EVENT

Saturday
Sept. 29, 2018
Petifying Springs Park
Kenosha, WI



Saturday
Oct. 20, 2018
KD Park
Burlington, WI



\$\$\$
prize money

Sunday
Nov. 11, 2018
Richard Bong State
Recreation Area
Kansasville, WI



Saturday
Dec. 1, 2018
Lake Geneva, WI



caniX
EVENT

Saturday
Dec. 8, 2018
Petifying Springs Park
Kenosha, WI



DOG
friendly

Saturday
Dec. 29, 2018
KD Park
Burlington, WI