

KRC

Kenosha Running Company

PRESENTS...



Issue #12 • April 2016

XC Thrillology Newsletter

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XC Thrillology Gift Certificates!

The perfect event/race gift for that special runner/walker in your life.

Check them out today!!



Saturday, June 11 • 9:30 a.m.
Petrifying Springs County Park
Kenosha, WI

4 or 8 mile walk • 8, 12 or 16 mile run • 16 mile 2-person relay

Petrifying Springs County Park in Kenosha, WI, is a hidden jewel of trails and 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 walk at the crossing points is typically less than 12 inches deep).

Endurance minded runners and walkers will share the same 4 mile loop course throughout. If choosing to run the relay... you will have a two person relay totaling 16 miles, each runner alternating running 4 miles. Non-relay runners can select between the 16 mile, 12 mile or 8 mile event and walkers can select either the 8 mile or 4 mile event.

Brian Thomas: briant@kenosharunningcompany.com or call 262-925-0300.

SIGN UP TODAY!!! <http://www.xcthrillology.com/coureurs-de-bois-trail-run---relay.html>

Kenosha Running Company

P.O. Box 126, 4112 Sheridan Road -- Kenosha, WI 53141 -- (262) 925-0300 -- Fax: (262) 652-1388
www.kenosharunningcompany.com -- E-mail: briant@kenosharunningcompany.com

Upcoming events...

- **Trailbreaker Marathon, Half Marathon & 5K**
Saturday, April 2, 2016
Waukesha, WI
- **Run Thru the Hills 5K/10K**
Sunday, April 10, 2016
Lake In The Hills, IL
- **Jog 4 Jarett 5K Walk/Run**
Saturday, April 16, 2016
Johnsburg, IL
- **Run with the Cops 5K & Walk**
Saturday, April 23, 2016
Kenosha, WI
- **Loop The Lakes 5K**
Saturday, April 23, 2016
Vernon Hills, IL
- **BearTrax20K & Brownie Shuffle 5K**
Sunday, April 24, 2016
Delafield, WI
- **Every Kid Needs a Super Hero 5K**
Saturday, April 30, 2016
Kenosha, WI
- **Sole Burner**
Saturday, April 30, 2016
Kenosha, WI
- **Coueurs de bois Trail Run & Relay**
Saturday, June 11, 2016
Kenosha, WI
- **Hilloopy 100+ Relay**
Saturday, July 30, 2016
Kenosha, WI
- **Hot Hilly Hairly**
Saturday, July 30, 2016
Kenosha, WI

XC Thrilllogy "Rundraising" Program

WELCOMES:



If you are associated with a charity or good cause that would like to enhance their awareness and have an opportunity for a fundraiser, our program just might be a great fit. If you are a runner or walker and raising money for a charity through an upcoming event, you can use our events to raise money for your cause.

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

**SPONSOR
HIGHLIGHT:**



Personal touch that Brian Thomas brings to XC Thrilllogy events, he will bring for all web site, graphic illustration and marketing development needs. Call (262) 652-8660 and ask for Brian.

APRIL SPECIAL: only \$35.00 per hour for all services

A few web site designs created by Innovative Thinking, Inc.:

- [XC Thrilllogy](#)
- [De Witt Physical Therapy and Wellness](#)
- [Industrial Safety Controls](#)
- [Industrial Sensing and Safety Controls](#)
- [North American Solutions](#)
- [WVBLN](#)
- [Words and Wonders Speech Pathology](#)
- [Economy Airport Parking](#)



HILLOOPY

RELAY

Saturday, July 30, 2016

Wayne E. Dannehl National Cross Country Course, UW-Parkside campus, Kenosha, WI

Time to Get Your Team On!!!

We have already equalled the number of teams that entered in 2015 and the Running/Tailgate Party has not even started yet!

Hope your calendar is marked for July 30th, your GPS is programmed for the Wayne E. Dannehl National Cross Country in Kenosha, WI and your running mates are lined up. This is an event that you want to be a part of and create perhaps the best shared running memories ever. Yes I said ever!

Your team will embrace 33 loops of the 5K course, DJ playing music all day, plenty of like-minded runners to socialize with all day, putting your personal touch and flare with your team camp and taking more selfies than should be allowed!

Housing is available on the campus of UW-Parkside directly across the street from the course, you can set up on Friday night and pick up your packets... we will have custom swag (which will be announced in April), number of runners on a team – minimum of 2 to unlimited and our objective is to make this the most personal, well run and best team running experience - period!

Please contact us if you desire to be on a team, but unable to put your own team together. We are forming teams for runners just like you. E-mail: stephaniez@kenosharunningcompany.com for more information and get set up.

More info: <http://www.xcthriology.com/hilloopy.html>

**We would like to welcome two new sponsors for the Hilloopy 100+ Relay...
CJW Distributors (Beer!), Miller Sports & Wellness and Hammer Nutrition.**

The North Face Endurance Challenge Teams Up With Kenosha Running Company

**Sept. 17-18, 2016
Kettle Moraine
State Forest**

DISTANCES:

Saturday, September 17:
50 Mile, 50k, Marathon
and Marathon Relay

Sunday, September 18:
Half Marathon, 10k and 5k

Have you decided to embrace the Challenge? If yes, use discount code KRC15 (case sensitive) for 15% off. If you would like training plan/guidance to ensure a successful event, we offer complete training and coaching services. Contact Brian Thomas, briant@kenosharunningcompany.com or call 262-925-0300

Event Website:
<http://bit.ly/1L3UVgf>

Registration Page:
<http://bit.ly/1P8RM3i>

For more information on the Endurance Challenge, including how to register, please email: endurancechallenge@publicishawkeye.com

Upcoming Wisconsin Relays

- **Ahnapee Summer Solstice**
Saturday, June 18, 2016
Sturgeon Bay, WI
- **Coureurs de Bois Relay**
Saturday, June 10, 2016
Kenosha, WI
- **Hilloopy 100+ Relay**
Saturday, July 30, 2016
Kenosha, WI
- **The Fall 50**
October 2016
Door County, WI

XC THRILLOGY Partnership Events

Kenosha Running Company/
XC Thrilllogy are now official training partners for:

Wisconsin Marthon, Half Marathon & 5K
Kenosha, WI.
Saturday, May 7.
Discount code: [KRUNCO16](#)

Fox Cities Marathon & Half Marathon
September 16-18

The North Face Endurance Challenge
15% off Discount Code:
KRC15
Kettle Moraine State Park,
WI Sept. 17-18
Park City Mountain Resort,
Utah Sept. 24-25

HILLS ARE ALIVE TRAIL RUN/WALK RECAP

What an amazing day and even more amazing people! Thank you to each of you for embracing our style of trail running/walking events.

RECAP: The weather could not have been more perfect, the trail conditions were ideal, we had plenty of free Bondi Bands, the beer (thank you CJW) and wine was plentiful, craft soda (including Spicy Ginger Ale which I heard was excellent!), corned beef - cabbage - potatoes (thank you Parkway Chateau), post event massages (thank you Sara)...

FOR THE FIRST TIME EVER, we introduced Trail Swag, Selfie Zones and a Trail Wildlife Camera taking pictures and video (thanks Neil West!) and nearly 1,000 pictures were taken. We gave out awards in reverse, another first for us - those finishing last - were first! We also handed out over 30 personal awards and acknowledged some new and returning trail runners.

SPECIAL THANK YOU TO OUR VOLUNTEERS: Chris & Amber Breeden, John Rother, Sandra Wimer, Stephanie Zuehls, Jim & Maggie Weber, Quin Thomas, Chuck Finney and Tammy Weber!!

I am always humbled by the kind words and thoughtful gestures pre, during and post the event. It is one of my hopes that I provide a welcoming and encouraging environment. Thank you from an appreciative heart.

Running it is just a way of life, Brian



HOT HILLY HAIRY IS...

daring you...
tempting you...
double dog daring you!!!

*Time to embrace your "Ultra Side"
as a solo runner or as part of a relay.*

Saturday, July 30, 2016
85K - 50K - 30K - 20K - 10K



Are you ready to embrace the distance of perhaps a lifetime and have the running party of the summer all the same day? Welcome to the Hot Hilly Hairy held at the Wayne E. Dannehl National Cross Country Course in Kenosha, WI and mark your calendar for July 30th!

You can run/walk any of these distances as solo runner or relay team. 85K – 50K – 30K – 20K – 10K We realize that for many runners that a 10K, 20K or 30k would be their longest ever run or walk perhaps and we embrace you and welcome you. Those looking for the perfect course to test your will, the 50k and 85K run on this 5K loop course is the perfect setting. The layout is perfect for aid stations every 1.5 miles, a cooling station with 5 gallon buckets of ice water & towels, designated sections for runners in each distance and lines of tables to layout your additional fuel and drink. Swag... Medals – sorry no medals (not original enough for us). Belt Buckles – sorry no belt buckles (do you really wear them on a belt!). What are we doing? We are breaking out with custom made Crowns/Tiaras!

We are getting great responses for our recent promotion, that we will continue it through March 31st. If you sign up for the Hot Hilly Hairy any distance starting at 6:00 a.m., we will customize the back of your race t-shirt. Now how completely cool is that, so get signed up today!

For more information and to sign up visit: www.XCThrilllogy.com

We would like to welcome two new sponsors for the Hot Hilly Hairy:
CJW Distributors (Beer!), Miller Sports & Wellness
and Hammer Nutrition.

XC Thrilllogy Newsletter...

If you like the format of our newsletter and our approach to trail running/walking and interested in promoting your event, running club or business please contact us at 262-925-0300 and ask for Brian or Stephanie.



XC Thrilllogy Event Sponsors:



**INDUSTRIAL
SAFETY CONTROLS INC.**



**Innovative
Thinking
INCORPORATED**

Become a Sponsor...
you will find our sponsorship program unique in many ways, and we are open to discussing your ideas and creating just the right fit for your products and services. We look forward to working with you and developing a mutually beneficial relationship.

Please feel free to e-mail briant@kenosha-runningcompany.com or call 262-925-0300

**You have been challenged
to complete the...
RUNdezvousrace.com**



There is no other race in the world like this one. You start by doing some knots, you get to pick the route you want to complete the middle 12 events and you finish by throwing hatchets. The 12 events in the middle could be one of these: Fire start; Water carry; Log splitting; Log/firewood carry; Knife skills; Archery; Lasso throw; Compass reading; Bear bag hoist; Set up a shelter; Set up and trigger a trap; Elk Drag (no you don't really drag an elk, but almost as heavy); Memory; Sling shot; Trivia; or Sawing. After you finish the race, you get to brand a piece of leather with the RUNdezvous Race logo as your keepsake finish "medal."

**July 9th, Crystal Lake, Illinois - Lippold Park
Visit RUNdezvousrace.com to check out the website.**

One of the biggest items that prospective participants are concerned about....? I have never done "that" before, so I am not going to do the race. Well check out website and we will have our practice sessions all set up for you to attempt "that" item you can't do or are concerned about.

Maybe you have friends or members that don't want to participate in race, maybe volunteer?
Volunteer via the website: RUNdezvousrace.com

Brian Schweitzer
bschweitzer@d15.org
815-814-1100

Weekly Group Trail Runs...

Many of you are training for an upcoming trail event: Clinton Lake 30, Ice Age, North Face Endurance Challenge, Wisconsin Marathon, Hot Hilly Hairy, etc... If you are looking for a group to run with on the great trails throughout Kenosha County, you are welcome to join us. Regardless of your pace, everyone is welcome!!

Please visit our [Facebook page](#) for weekly updates.

QUESTIONS?

Contact Brian Thomas
briant@kenosharunningcompany.com
office: 262-925-0300



Running Free Trail Run & Beach Party

Saturday, August 13
Bong State Recreational Area

This event is an invitation only for those that have run/walked in our previous events. You will also be permitted to invite as many running guests and non-running guests as you like. You will receive a formal invitation in May. Please mark your calendar now!

The distances are estimated at:
4.5m, 9m, 13.5m and 18m.

We will be running loops around Wolf Lake and you can run solo or as a 2, 3 or 4 person relay.

More details with your invitation or visit
<http://www.xcthrilllogy.com/running-free-trail---beach-party.html>



XC Thrilllogy Rundraising Partner. We are happy to invite you to:

Great Food! *Dress in Style!* *50/50 drawing*

Come to a Luau!

Trivia 4 Hope

Hawaiian-Style

Silent Auction Items

Delicious Desserts *Raffle Prizes* *Party Favors!*

A cartoon character with large, wide eyes and a question mark above its head, looking thoughtful. The character is wearing a blue and yellow patterned shirt. There are several small icons around the character: a green grass tuft, a lei, a palm tree, a colorful shirt, and a small figure of a person in traditional Hawaiian attire.

Call (262) 658-8166 or email info@hopecouncil.org for more information.

Friday, April 15

6:30 p.m. Doors Open
7 p.m. Trivia Starts

Held at
Kenosha Country Club
500 13th Avenue

Hosted by Michelle George of

A logo for 'Live Trivia' featuring the word 'Live' in red and 'Trivia' in black, with a question mark icon.

Show your smarts & compete against other adults to win a traveling trophy and pizza party at Luisa's, all while supporting the

A logo for the 'Hope Council on Alcohol & Other Drug Abuse' featuring a circular emblem with a star and the text 'Hope Council on Alcohol & Other Drug Abuse' around it.


Kenosha County's premier organization solely devoted to offering hope and healing by addressing the problems caused by alcohol & other drugs.

Teams of 4 to 8 adults compete!

Registration: \$200
(Spectators \$20)
Due April 1.

2016 XC Thrilllogy events!

www.XCThrilllogy.com

 <p>January 2017 KD Park Burlington, WI</p>	<p>JANUARY 11:00am start. Low key trail run/walk. No set distance, log your miles with friends & fellow runners and record them when done. 3 hours to enjoy well marked trails in a treasure of a County Park. Heated indoor area to warm up, drink, eat and socialize. This is a dog friendly and snow shoe friendly event if conditions permit. This is a BYOS event (Bring Your Own Stuff!!)</p>	 <p>February 2017 Bong State Recreational Area Kenosha (Kansasville), WI</p>	<p>FEBRUARY Low key trail run. BYOSS (bring your own stuff to share!). Trails will be well marked, one aid station and enclosed area but will have a shelter and a couple small fires. Family-friendly, walker-friendly and snow shoe friendly event, conditions permitting. 4.5 miles and 14 miles officially, but run/walk/snow shoe as much as you like just check in after official distance is completed.</p>
 <p>March 2017 KD Park Burlington, WI</p>	<p>MARCH A unique trail running and walking event. We use the outer 2.5 mile loop, which includes great views of the lake and takes you on well-maintained trails. This course is very welcoming to newbie trail runners and walkers and to those wanting to challenge trail running abilities. Choose from the 8 or 5.5 mile running event or 5.5 or 3 mile walking event.</p>	 <p>Sat., June 11, 2016 Petrifying Springs Park Kenosha, WI</p>	<p>JUNE An ideal trail running and walking event for the adventure-minded runners and walkers. If choosing to run the relay... you will have a two person relay totaling 16 miles, each runner alternating running 4 miles. Non-relay runners can select between the 16 mile, 12 mile or 8 mile event and walkers can select either the 8 mile or 4 mile event.</p>
 <p>Sat., July 30, 2016 UW-P National XC-Course, Kenosha, WI</p>		<p>JULY This is perhaps the most unique summer running event in the Midwest as everyone sets up camp, enjoys the tailgate party-like environment, and a DJ playing your favorite tunes! The relay is 33 loops of the 5K XC course. Minimum of two runners per team and no maximum number of runners per team. We will not track individual runners loops only total team loops and our goal is to make sure you and your team have a great experience.</p>	
 <p>Sat., July 30, 2016 UW-P National XC-Course Kenosha, WI</p>	<p>JULY The Hot Hilly Hairy is ran in conjunction with the Hill100+py Relay and is perhaps the best summer running event in the Midwest as everyone sets up camp, enjoys the tailgate party-like environment, and a DJ playing your favorite tunes! There are two ultra solo distances of 85K and 50K, these can be ran as a relay team as well. We also offer solo or relay 30K and 20K. Then there is a 10K that starts at noon and a 10K that starts at 6 pm.</p>	 <p>Sat., Aug. 13, 2016 Bong State Recreational Area Kenosha (Kansasville), WI</p>	<p>AUGUST This is an invitation only event. To be invited you need to have run/walked or volunteered at one or more of our events in 2016. This will start and finish at the Beach on Wolfe Lake. You can run/walk as an individual or as a two-person relay for 5m (individual only distance), 10m, 15m or 20m (15 & 20 miles are run only events). Good food, craft beer, craft soda, music, creative swag, beach fun and amazing trail loving runners/walkers.</p>
 <p>Sat., Sept. 10, 2016 Old Settlers Park Paddock Lake, WI</p>	<p>SEPTEMBER Join the Kenosha County Parks Department and Kenosha County Executive Jim Kreuser in celebrating Oktoberfest with a family-friendly morning run/walk and enjoy the scenic neighborhood surrounding Paddock Lake. The start and finish will take place at Old Settlers Park. We encourage you to dress in Oktoberfest theme to add a little fun and bring a few like-minded friends and family.</p>	 <p>Sat., Oct. 1, 2016 Petrifying Springs Park Kenosha, WI</p>	<p>OCTOBER Starting like a cross country meet, you will then experience single track, rocks, roots, water and hills, while encountering paved bike paths, golf course, groomed trails and rugged trails, possibly crossing the Pike River throughout the 6.4 miles. The Trail Walk (3.5 mile) will follow the same trail as the runners for about 1 mile, you will then be on some of the best walking trails in SE Wisconsin.</p>
 <p>Sat., Nov. 12, 2016 Bong State Recreational Area Kenosha (Kansasville), WI</p>	<p>NOVEMBER The Richard Bong Recreational Area, Kansasville, WI is the home for the Wolfpack Trail Run. The 14 mile loop will include prairie, woods, hills and scenic lake views on a well marked and supported course. You can select between 14 miles (9 am start), 28 miles (8 am start) and 42 miles (7 am start). The 14 mile event is walker-friendly as well. We will also have 4 mile trail run/walk that starts at 10 am.</p>	 <p>Sat., Dec. 10, 2016 Petrifying Springs Park Kenosha, WI</p>	<p>DECEMBER The Hateya Trail Run (approx. 6.4 miles) and Walk (approx. 3.5 miles) will take you on adventurous trails in Petrifying Springs Park. The finish is at Shelter One where everyone can enjoy the great food, drinks and a bonfire to warm up at. The run will start with a cross country style start, before you head into the woods in which you will encounter some single track trails, rocks, roots, nasty hills, and possibly snow.</p>