



XC Thrillology Newsletter

Hilloopy 100+ Relay and Hot Hilly Hairy registration opens Oct. 5th!!!

In this issue...

- Personal Note
- Gift Certificates
- Pike River Trail Run/Walk
- ElliptiGo Cycling
- We Want To Sponsor Your Event
- Wolf Pack Trail Run/Relay
- Upcoming Running Events
- Promote Your Event With Us
- Prairie and Woods Trail Run
- XC Thrillology Event Sponsors
- Run Events We Will Be Attending
- XCT Swag for Sale
- XCT Rundraising Program
- Hateya Trail Run
- Introducing CaniCross Trail Run
- Introducing Scarpa
- Help Wanted
- XC Thrillology Calendar of Events

Christmas is around the corner... It is Gift Certificate Time!

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

Check them out today!!

A personal note...

The Pike River Trail Run/Walk marks our first 3rd year event, and as I reflect from the the first Pike River Trail, it is amazing we are still around!

I have been running on trails for almost 40 years and honestly prior to this event I ran in one trail event previously (Clinton Lake 30) and have been coaching cross country for years. So I decided to paint the course like they do in XC races and cross the Pike River three times over the 6+ mile course. So I spent seven hours perfectly spray painting the course, had planned to have people on the course giving directions and I was confident all would go well. Well that was on Wednesday... Thursday comes along and we get two inches of rain!!! Friday, I go out and check the course, my perfectly lined course had disappeared... the river crossing that was inches deep was now a raging river over 4 feet deep and I am scrambling!!!

Saturday morning, course has been altered, hoping markings and limited signs will do the trick... Well in a word, it went bad, real bad!!! Everyone finished, but no one is sure they ran the course properly, I am apologizing to every runner as they cross the finish line... hoping the beer and food cut the edge of any "let's kill the the RD!!"

As most of the runners and walkers waited for the awards as they enjoyed the bonfire, a cold beer and each other's company... after the awards and my apologies, I asked one question... If I do this again in a couple months (mark the course differently and much better) will you come back? To my surprise virtually everyone clapped and encouraged me to give it another go! Not sure if it is the beer, the food or just the spirit that everyone brings to our (yes, OUR) events that makes them special.

Thank you for embracing our style of trail running/walking and your encouragement over the years to fuel my passion to bring trail events to our area.

Running it is just a way of life,

Brian

www.xcthrillology.com

ELLIPTIGO



Elliptical Cycling

Test ride at the
Pike River Trail Run...
and if you decide this is the
right training equipment for
you, then you will receive
10% off and FREE entries
for the January and
February trail runs.

You can also schedule
a test ride by contacting
Brian Thomas at [briant@
kenosharunningcompany.
com](mailto:briant@kenosharunningcompany.com) or at 262-925-0300.

Elliptical cycling combines
the best of running,
cycling and the elliptical
trainer to give you a fun
and effective way to
exercise outdoors. Since
it is a low-impact exercise,
elliptical cycling allows
you to build cardio fitness
while being easy on your
joints. That makes it great
for everyone – young or
old, health conscious
to elite.

**Revolutionize Your
Fitness with an
ElliptiGO elliptical bike!**

3rd Annual Pike River Trail Run/Walk



This event is in conjunction with Kenosha County's
Fall Wheel Ride hosted by County Executive Jim Kreuser

3.5 mile walk/run or 6.5 mile run
Saturday, October 1, 2016 • 9:15 a.m.
Petrifying Springs Park, Kenosha, WI

The Pike River Trail Run & Walk will start like a cross
country meet and then you will experience single track,
rocks, roots, water and hills! Some running will be on a
small section of a paved bike path, golf course, groomed
trails and single track rugged trails. You will cross/run
through the Pike River (you have the option of running/
walking around the water and using the bridge). The
run only course will be about 6.5 miles and run of walk
course will be about 3.5 miles. This is a dog friendly event and very family friendly
event as the entry fee (family of three or more only \$58.00 swag for the first two only).
We will have all the favorites you have grown to love at our events. Custom swag for
this event will be an XC Thrilllogy **STADIUM BLANKLETS** for the first 90 to sign up.



REGISTER TODAY!!!!



**We are actively looking to sponsor
other Trail Running or Walking Events...**

Attn. Race Directors of Trail Running and Ultra Events...We are interested in sponsoring your
event. Contact Brian Thomas 262-925-0300 or e-mail briant@kenosharunningcompany.com

Wolf Pack Trail Run/Relay

Sat., Nov. 12, 2016 • 10:30 a.m.
Bong State Recreation Area
Kenosha (Kansasville), WI

Are you ready to be Bonged?!?!?

This will be the first an ultra will be held at Richard Bong State Recreation Area and I want to make this low key ultra unique in several ways. First there are no time cut offs (within reason!). I am offering redemption factor for all DNS and DNF runners & walkers for the ultra distance. I am a runner first and an RD second, with this in mind I am offering the following... If an Ultra was on your race calendar for 2016, then perhaps this one will be perfect for you! If you signed up for an ultra and then life got in the way (kids, injury, etc.) and had a DNS OR For those that have attempted an ultra in 2016 and if for some reason you were unable to finish (DNF), you can run the 28 mile or 42 mile for **50% off!!** Use discount code: DNF Please note the 50% discount eliminates the event swag, but you will receive the finisher's swag



THIS EVENT is FREE for all LAW ENFORCEMENT OFFICERS – use discount code **Hero**
You can select between 4 miles (solo - run or walk), 14 miles (solo or relay - run or walk), 28 miles (solo or relay - run or walk), and 42 miles (solo or relay - run only). We will be using the Horse Trail and the Blue Trail. For our relay teams... with our figure “8” style course with the small loop being roughly 4 miles and the larger loop being around 10 miles perhaps this is the perfect combination of distances. You can run the 14, 28 and 42 as a relay or walk the 14 or 28 as a relay. Current distances are estimated.

Event Swag:

4 mile & 14 mile & relay runners -
LONG SLEEVED T-SHIRT

28 mile & 42 mile -
HOODIE

(Must be entered by
Oct. 17, 2016 to
guarantee swag.)

Course maps will be available and we will start group runs on the course starting in September.

Bong information:
<http://dnr.wi.gov/topic/parks/name/richardbong/>
Our [website](#) and [Facebook page](#).
REGISTER TODAY!

TIME FOR REDEMPTION

50% off

Use discount code: **DNF**

LAW ENFORCEMENT OFFICERS

Thank you for your service!!

You are invited to

RUN FOR FREE!!!!

Use discount code: **Hero**

Upcoming events...

- **Pike River Trail Run/Walk**
Saturday, Oct. 1
Petrifying Springs Park
Kenosha, WI
- **Glacial Trail 50m 50K**
Sunday, Oct. 9
Eagle, WI
- **TBunk**
200m 150m 100m 50m 50K
November 4 - 6
Whitewater, WI
- **Prairie and Woods Trail Run**
Saturday, Nov. 5
Bristol Woods County Park
Bristol, WI
- **Wolf Pack Trail Run/Relay**
Saturday, Nov. 12
Bong State Recreation Area
Kenosha, WI
- **Hateya Trail Run**
Saturday, Dec. 10
Petrifying Springs Park
Kenosha, WI
- **CaniCross**
Saturday, Dec. 10
Petrifying Springs Park
Kenosha, WI
- **John Dick Memorial 50K**
February 2017
Southern Kettle Moraine
- **Bunk House Trail Runs**
50K 30K 10K
May 28, 2017
Eagle, WI

Interested in promoting your event with us?

Our newsletter goes out on a monthly bases and reaches over 5,000 runners, coaches, race directors, walkers and those just like you.

Contact Stephanie at
262-925-0300.



Prairie and Woods Trail Run

Pringle Nature Center
November 5, 2016

Bristol Woods County Park
County Hwy MB, 1/2 mile
South of County Hwy C
Saturday, Nov. 5, 2016
Start: 10:00 am
Registration Fee: \$15

REGISTRATION OPTIONS:

- Online at www.signmeup.com/115787
- In person at the Pringle Nature Center: Tuesday through Sunday from 9 am to 4 pm.
- On race day from 8:00 AM to 9:45 AM
- Mail registration to:

Pringle Nature Center, 9800 - 160th Avenue, Bristol, WI 53104

Please contact the Pringle Nature Center at 262-857-8008 with any questions.

The Prairie and Woods Trail Run will be held on Saturday, November 5 at 10 AM within Bristol Woods County Park. The race features a 5K Run/Walk with all proceeds benefiting the nature education programs at the Pringle Nature Center. Join us for a trek through diverse prairie and woodland ecosystems featuring numerous rolling hills. For a registration fee of ONLY \$15, you get homemade goodies, a long sleeve t-shirt, unique swag and handmade awards to the age group winners. Join us for fun, food and a great run to support a great cause! Sign up at www.signmeup.com/115787

XC Thrilllogy Event Sponsors:



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@kenosharunningcompany.com or call 262-925-0300



Run Events

we will be attending

– October 9, 2016

Glacial Trail 50m 50K

<http://www.badgerlandstriders.org/home/Races/GlacialTrail50M50K.htm>

– November 4-6, 2016

TBunk 200m 150m 100m 50m 50K

<http://tbunk.blogspot.com/>

– November 5, 2016

Prairie and Woods Trail Run 5K

www.signmeup.com/115787

– February 2017

John Dick Memorial 50K

<http://www.badgerlandstriders.org/home/Races/JohnDickMemorial50K.htm>

– May 2017

Bunk House Trail Runs 50K 30K 10K

<http://bunkhousetrailruns.blogspot.com/>

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

Unique XC Thrilllogy Swag for Sale at XC Thrilllogy Events



String Bag	\$10.00
Duffle Bag.....	\$10.00
Frisbee.....	\$3.00
HooRag.....	\$10.00
XC Thrilllogy Water Bottle	\$10.00
Gatorade Water Bottle...	\$5.00
Gatorade Fuel or Protein Bars ...2/	\$3.00

Cash, checks or credit cards accepted. Checks payable to: Kenosha Running Company

**Introducing
CaniCross Trail
Run for the
first time in
SE Wisconsin!**

We are in the process of developing a CaniCross event in conjunction with the Hateya Trail Run. Be on the lookout for more details on our [website](#) and [FB page](#) in the coming weeks.



**Hateya
Trail Run**

**Saturday, Dec. 10, 2016
10:30 a.m.
Petrifying Springs Park
Kenosha, WI**

*You ready for an adventure
through the trails in
Petrifying Springs Park
in and along the Pike River?*

What makes this event special:

great runners & walkers, bonfires, chili, craft beer, Christmas Ornament Swag and perhaps a river crossing for those brave enough to be a little crazy!

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. This will be a welcoming but challenging course, and if you have never ran a trail race, then the time is now!

It is December in Southern Wisconsin so we could have snow on the trails, which would make the trail even better! But you will run on groomed trails, single track trails and some open green ways through the park. This a well marked trail run and we allow runners averaging 15 min mile pace to finish the race comfortably. Running course is estimated at 6.4 miles. Walkers, you will have a combination of trails and bike path over an estimated 3.5 miles.



REGISTER NOW!

XC Thrilllogy Newsletter

~ page 7



Kenosha Running Company Inc. is slowly expanding beyond being an exclusive running/walking event management company.

We have some very exciting news to share. **Think Scarpa, yes Scarpa!!!** We 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 two models for men and women, the Atom (\$120) and Neutron (\$130). Here are some links for independent reviews. We are taking pre-orders as we are in the midst of placing our first order. We are going to extend to bonuses with your purchase:

1. **You will receive 10% off.**
2. **You will get a free entry in our January or February trail event (your choice).**

I will be taking pre-orders through October 1st and will have these shoes at our events and the events we sponsor in the future.

I can also order any shoe you like from www.Scarpa.com and receive the same bonuses. Questions, concerns and to place your order, e-mail briant@kenosharunningcompany.com anytime or call 262-925-0300 Monday - Friday 8:00 - 5:00

We will also have available at our events:
XC Thrilllogy Gear,
Trail Toes,
Gatorade Protein & Refuel Bars
and if you have suggestions for us...
please let us know.



Help Wanted

We are in process of developing a running program for new runners, new to trail running and let's get faster & farther together. If you currently have an interest in assisting others with a running way of life, please reach out and introduce yourself... send an e-mail to: briant@kenosharunningcompany.com or call 262-925-0300.



Let us know your ideas and feedback

Kenosha Running Company is establishing a running/walking board to bring ideas, advise and give passionate feedback on XC Thrilllogy events.

The plan is to meet once a month over dinner and share our passion to enhance the experience for our runners and walkers.

If you are interested, please e-mail briant@kenosharunningcompany.com or call 262-925-0300.

XC Thrilllogy events!

www.XCThrilllogy.com

 <p>January 22, 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 19, 2017 Bristol Woods Park Bristol, 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 11, 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>June 10, 2017 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>JULY 29, 2017 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>JULY 29, 2017 UW-P National XC-Course Kenosha, WI</p>	<p>JULY The Hot Hilly Hairy is ran in conjunction with the Hil100+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>August 20, 2017 Silver Lake Park Silver Lake, WI</p>	<p>AUGUST You are invited to this unique summer running event. We will start and finish at the Beach on Wolf 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. We encourage everyone to wear blue to support our Law Enforcement Officers.</p>
 <p>September 9, 2017 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 Recreation 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>