



XC Thrillology Newsletter

Hilloopy 100+ Relay and Hot Hilly Hairy registration is open!!!

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Hello Runners, Walkers, CaniCrossers and Trail Lovers,

I just have one request, give me that February weather we all enjoyed so much!

I am completely fired up for our summer events to get started as we have a great lineup for everyone. We have some great offers if you are thinking trails all summer long!

The Summer Running Series, consists of six Wednesday night trail events all starting at 6:00pm at a different Kenosha County Park over a nine week period. Minimum distance for runners, walkers and dog lovers will be between 2-3 miles and you have the option to run several loops if desired. Each event is only \$12 for an individual, \$20 for a couple, or \$27 for a family of three or more... or you can sign up for all six as an individual for only \$48.00 [Click here](#) for more information and to sign up. First event is June 14th.

River Crossing Anyone??? **Coureurs de bois Trail Run & Relay** (June 10th) provides a distance for everyone with distances of 4m, 8m, 12m and 16 miles and can be also ran as a relay. The 4 mile loop gives you the option to cross the Pike River each loop. We also will be serving crepes, pizza, fruit bar, beer and soda. This is a dog and family friendly event. For more information and to sign up, [click here](#).

Running Free Trail Run & Beach Party (August 20th) will be held on the beach of Silver Lake at Silver Lake County Park and we will be embracing the hilly and scenic trail throughout the park. This is a celebration of running, walking and CaniCross as you will have numerous distances to pick from and run as a relay if you like. Fun, food and drink will be provided. This is a family friendly event and plan on making a day of it! For more information and to sign up, [visit our website](#).

Oktoberfest 5K+ – Sept. 9th, make sure to come join us for a beer and a brat. [See more...](#)

**** Ready to sign up for all of the above??? We have a deal for you... [click here](#).**

Our summer will be highlighted with the **Hilloopy Relay** on July 29th, if you are wanting to run on a team and would like to be on a XC Thrillology team, e-mail stephaniez@kenosharunningcompany.com. Perhaps you are just the person to get a team together and plan your running tailgate party. [Visit our site for more information or to register today](#).

Then there is the **Hot Hilly Hairy Ultra Solo & Relay** (July 29th) with a distance to fit everyone. You can join the Hilloopy party and make it a day of fun and running or walking. We have no cut off times for our ultras, great course, support and tailgate party like feel. Distances: 18-hour Death March, 85K, 50K, 30K, 20K, 10K, 5K and perhaps the most unique challenge, the Dragon Dare 65k (30K @ 6am, 20K @ noon, 10K @ 6pm and 5K @ 9pm) This is a walker friendly event and all abilities are welcomed and encouraged. Ready for the challenge? [More information...](#)

I hope we have just the perfect event or events for you this summer. We have some exciting news to share in the coming weeks as we grow our company, stay tuned!

Running it is just a way of life.

Brian Briant@kenosharunningcompany.com 262-925-0300



Saturday, July 29, 2017

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

If you would like to run with one of our
XC Thrilllogy Teams, contact Stephanie at
stephaniez@kenosharunningcompany.com

Sign up your Hilloopy Team NOW!!!

Mark your 2017 calendar, program your GPS and start forming your team(s) for perhaps the Best Ultra Relay Event in the Midwest. The Hil100+py Relay is held at the Wayne E. Dannehl National Cross Country Course on the campus of UW-Parkside in Kenosha, Wisconsin. In the simplest terms, this is a running tailgate party on one of the best high school and collegiate dedicated cross country courses in the country.

There is no limit on the number of runners per team, but there is a minimum of two runners per team. Each team will run 33 loops on the 5K course, not everyone has to run the same number of loops but everyone does have to have a great time! We track the number of loops for each team, provide loop splits for all 33 loops and provide continuous live updates on a large screen near the exchange zone. We have also decided to change the format for entry fees, it will be based on the number of runners on your team.

New for 2017: Assigned Team Tent Areas. This will be determined in the order in which your team signed up. For example, first team to sign up will be in the first spot by the start/finish line. We will also be offering a valet service to assist in unloading and have all the supplies, tent, etc. taken to you assigned to team area.

Housing will again be available at University of Wisconsin – Parkside. The Kenosha Running Company will be putting teams together for those individuals looking for a team. For more information, call 262-925-0300 or e-mail Stephanie at StephanieZ@kenosharunningcompany.com.

[CLICK HERE FOR MORE INFORMATION!](#)
[CLICK HERE TO SIGN YOUR TEAM UP!](#)

**Wanting to run on a
Hilloopy Team, but no
time to organize a team?
Then run on our team,
the XC Bandits!**

We are in the process of putting our XC Thrilllogy Hilloopy Teams together. Last year we had two teams and plan on having 2-3 teams this year. Everyone who signs up for one of our teams will be treated to an XC Thrilllogy exclusive t-shirt if you sign up by April 1st. The Hilloopy 100+ Relay is 33 loops on the 5k cross country course at UW-Parkside in Kenosha. It is the tailgate running party of the summer! You just need to be able and willing to run 2-4 loops and each team will have 9-12 runners.

**The information you will need:
XC Bandits Team:**

Click here...

<https://www.raceentry.com/races/hil100py-relay/2017/register>

*Click on the Register teammate
in the open division category.
Search for XCBandits in the
team drop down menu
Enter the password Bandits*

For further information, please
call 262-925-0300 or e-mail
[stephaniez@kenosharunning-
company.com](mailto:stephaniez@kenosharunning-company.com)



**Ultra Solo
and Relay**



**Saturday,
July 29, 2017**

The Hot Hilly Hairy Ultra Events are back and calling out to your Inner Ultra SELF! Mark your calendar for July 29th, 2017 and start your training. You will be running on the Wayne E. Dannehl National Cross Country Course on the campus of UW-Parkside in Kenosha, Wisconsin. This is definitely a tailgate party-like environment and you are encouraged to bring family and friends to enjoy this great event, and have some fantastic food and craft beverages. We will have a DJ playing music throughout the event, live status time and place updates on a 36" screen.

[CLICK FOR MORE INFO](#)

[CLICK TO SIGN-UP](#)

NEW 2017 Running Distances:

- The Death March 18 hours (6:00am start only) and finishing at midnight.
85K (6:00am start only) 50K (6:00am start only)
- The Dragon Dare 65K (30K at 6am – 20K at noon – 10K at 6pm – 5K at 9pm)
- 30K (6:00am start only)
- 20K (6:00am start) (noon start) (6:00pm start)
- 10K (6:00am start) (noon start) (6:00pm start)
- Charge the Knight 5K (9:00pm start)

SWAG:



for women



for men



**Upcoming
events...**

- **Bunk House Trail Runs**
50K 30K 10K
May 28, 2017
Eagle, WI
- **Coueurs de bois Trail Run & Relay**
Saturday, June 10
Petrifying Springs Park
Kenosha, WI
- **Summer Trail Running Series**
June 14 & 28
July 12 & 26
August 2 & 9
- **Ahnapee Summer Solstice Ultra Run**
Saturday, June 24
Sturgeon Bay, WI
- **Hot Hilly Hairy**
Saturday, July 29
Kenosha, WI
- **Hilloopy 100+ Relay**
Saturday, July 29
Kenosha, WI
- **Running Free Trail Run & Beach Party**
Sunday, Aug. 20
Silver Lake, WI
- **Oktoberfest 5K+**
Saturday, Sept. 9
Paddock Lake, WI
- **Pike River Trail Run/Walk**
Saturday, Sept. 30
Petrifying Springs Park
Kenosha, WI



Saturday, June 10 at 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

REGISTER NOW!!

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). 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. This is a dog friendly event! We started a tradition two years ago of serving crepes and other great food, beer and soda and will continue that tradition!





If you are battling cancer... our events are FREE for you.

If you are battling cancer our events are FREE to you. Many of you who that have ran, walked or assisted with our events have met my wife Tammy. She shared an article with me of a woman battling cancer and decided to run seven marathons on the seven continents in seven days.

Then I had this thought... I want to make all of our events free to those battling cancer. I have been lucky enough to not have been touched by cancer so I cannot imagine the battle one faces. I do know that the runners and walkers that attend our events are some of the most loving, thoughtful and kind people I see on a regular basis. If you need your spirits lifted and being around positive happy runners, walkers and a few dogs on occasion sounds perfect, then please join us.

Simply print out the regular event mail-in entry form, fill it out and simply write "I Believe" on the entry form. Then either mail it or bring it along with you to the event. Please share this with those that would benefit. Love to you that are currently fighting or have a loved one fighting this fight.

Sign up for all 6 for only \$48

June 14th – Bristol Woods

(Pringle Nature Center)

June 28th – KD County Park

July 12th – Fox River Park

July 26th – Silver Lake Park

August 2nd – Brighton Dale

August 9th – Petrifying Springs

Check it out... [click here!](#)

Kenosha County Parks Department and Kenosha Running Company, Inc. are working together to introduce all the great trails for runners and walkers throughout Park System. Runners and walkers of all abilities and level of fitness are welcome. Most trails routes will be between two to three miles and you are welcome to run or walk multiple loops of the course if desired. The Wednesday Series will go throughout the summer with each one starting at 6:00 p.m. There will be a small entry fee for each event and family entries will be available for a discounted amount. These will all be dog-friendly events as well.

Individual ... \$12

Couple (spouses, parent/minor child, partners same household) ... \$20.00

Family (spouses, parents/minor children, partners with minor children same household) ... \$27.00

Individuals running all of the races ... \$48.00



PLANNING ON RUNNING FOR A CHARITY IN 2017?

If yes, then our
“RUNDRAISING”
program will be perfect!

Here is how it works for Charity Runners:

Invite your friends and family to participate in our events, have them mail in the entry form and write your name on the entry form. The amount we will donate per entry and event varies per event. It is really just that simple. Just email us first to let us know the name of your charity, your name, mailing address and phone number.

Charities, looking to raise awareness and funds for your organization?

Simply invite your supporters, friends and family to attend and support your cause. We will create a special entry form for you to use and distribute. For each entry received, you receive a portion on the entry fee (the amount varies depending upon the event).

Visit our website or contact Brian Thomas at...
briant@kenosharunning-company.com
or Stephanie Zuehls at
stephaniez@kenosharunning-company.com
or 262-925-0300

The Summer SWEAT-shirt Series

Summer SWEAT not only moves you towards your goals and gives you a sense of accomplishment, this year, summer SWEAT can also garner you an XCThrilllogy Sweatshirt! You already know that you are going to attend our events for fun, fitness, or to train for a goal. Why not sign up in advance and get free and fashionable sweatshirt too?!?

Registration for Summer SWEAT-shirt Series includes entrance to 4 XCThrilllogy events AND a quite fashionable **FREE XCThrilllogy Hoodie!**



Events included in the Summer SWEAT-shirt Series are:

June 10th -- Coureurs de Bois at Petrifying Springs Park, Kenosha
Aug. 20th -- Running Free Trail Run and Beach Party at Silver Lake Park, Silver Lake
Sept. 9th -- Oktoberfest 5K+ at Old Settlers Park in Paddock Lake

Kenosha Cty Parks Summer Trail Run Series

June 14th -- Bristol Woods, Bristol
June 28th -- KD Park, Burlington
July 12th -- Fox River Park, Burlington
July 26th -- Silver Lake Park, Silver Lake
Aug. 2nd -- Brighton Dale Park, Kansasville
Aug. 9th -- Petrifying Springs Park, Kenosha

The Summer SWEAT-shirt Series is only available for a limited time, so be sure to

REGISTER SOON!

4th Annual Ahnapee Summer Solstice Ultra Run Saturday, June 24, 2017

30 and 50 Mile Distances | Solo and Team Events
Start - Sturgeon Bay Trailhead - Ahnapee State Trail
Finish - Kewaunee County Fairgrounds, Luxemburg
7:00 am solo start / 8:00 am team start

All you can eat and drink party at the finish line for all participants with tickets, available for non-runners as well!

REGISTER TODAY!!!





store

Order your XC Thrilllogy wear now.
[Click here](#) to place your order.

CHOOSE FROM:
Hoodies, Women's Cut Tech Shirts,
T-Shirts, and Long-Sleeved Shirts.



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-Blister 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



Saturday, September 30, 2017

(in conjunction with Pike River Trail Run/Walk)
Petrifying Springs Park, Kenosha, WI
Starts at 10:15 a.m.

Saturday, December 9, 2017

(in conjunction with Hateya Trail Run)
Petrifying Springs Park, Kenosha, WI
Starts at 10:15 a.m.

REGISTER TODAY!!

We put the tails on the trails!!

Kenosha Running Company has made a commitment to host CaniCross events in 2017. These events will be dedicated to dogs/owners only and the distances will be approximately 3-4 miles. All of our trail events are dog friendly, so if you prefer to walk with your dog or run a farther distance you are welcome to sign up for the regular trail events as well.

All of our events are held in Kenosha County, WI, the far southeast corner of the state, about 5 miles north of Chicago and 25 miles south of Milwaukee. The CaniCross events will be held at three different county parks on dirt, groomed and grass trails. There are some single track trails, with some roots, rocks and an optional river crossing for two of the events. Our trail events are very laid back, we generally have bonfires, always good food, beer, soda, etc. waiting at the finish for everyone. I am not big into awards, but will find unique and personal ways to recognize many that attend and make everyone feel welcome.

So if you are new or a veteran in running with your dog, you are welcome to join us as we introduce and learn about this growing sport. I am open to ideas, suggestion and your assistance to make these better with each passing event. Please reach out to me by e-mail or call 262-925-0300.



NEW EXCLUSIVE CaniCross Adventure

Sunday, Nov. 5, 2017

KD County Park, Burlington, WI • 10:00 a.m.

DISTANCES (estimated as of 4/11/2017):

- 2.5 mile run/walk - short course 11:20 a.m.
- 3.5 mile run/walk - one loop 10:00 a.m.
- 7 mile run/walk - two loops 12:20 p.m.
- 1 mile test drive - adopt a dog 10:50 a.m.

(all starting times are estimated)



PET RUNNING GEAR:

<https://www.kurgo.com/dog-running-gear/>



Reebok 

**Reebok Ragnar Chicago
Madison, WI - Chicago, IL
June 9-10, 2017**



RAGNAR

Round up a crew for the biggest running party of the year. Friday morning of Reebok Ragnar Chicago starts at Madison's beautiful Lake Monona. Runners head for the forested Glacial Drumlin State Trail passing through beautiful, Wisconsin dairyland on the way.

Race through the night, catching ZZZs where you can until your team reaches an unforgettable sunrise on Lake Michigan. Finish up the final legs of the race on backroads skirting Lake Michigan until you reach the Chicago finish line party on Saturday afternoon.



THRILLOGY

We are looking to sponsor or promote Running or Walking Events

We are interested in sponsoring your event or promoting it through our monthly newsletter that reaches over 6,000 runners, coaches, race directors, walkers, etc.

Contact Brian Thomas 262-925-0300 or e-mail briant@kenossharunningcompany.com

INDUSTRIAL
SAFETY CONTROLS, INC.

Innovative
it Thinking
INCORPORATED

ISS INDUSTRIAL SAFETY
SALES, INC.

Become an XC Thrilllogy Event Sponsor

Become a Sponsor and ... 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.

The XC Thrilllogy event will attract runners throughout the Midwest, as we are focusing on that 10 state area. We have developed an extensive database, and we will also be promoting our event at numerous other running events throughout the year and with cooperating race management companies. We will be marketing our sponsors before and beyond race day – with targeted e-mails to our database segments, by using social media to its fullest extent, and through personal presentations to select running clubs and at running events. All of this means you will get greater value for your sponsorship investment.

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

When you run, you should feel and relish in the burn of a great workout. You should NOT feel the burn of chafing when you jump in the shower!

NipEAZE is a simple way to deal with one of the embarrassing issues of chafing.

It is used to shield the nipples from the abrasive texture of your clothing as you exercise or run for long periods of time. Also, men and women who like to wear clingy or lightweight clothing without drawing 'extra' attention, use NipEAZE to conceal their nipples.

NipEAZE is a proud sponsor of the our XCThrilllogy events and is offering a 15% discount on purchases through their website. Please visit <http://nipeaze.com/> and enter the promo code **TRAILRUN2017** to receive your discount.

NipEAZE™



XC Thrilllogy “Rundraising” Program

WELCOMES:



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



NorthFace Endurance Challenge

Kettle Moraine State Forest

**Saturday, Sept. 16: 50 Mile, 50k,
Marathon & Marathon Relay**

Sunday, Sept. 17: Half Marathon, 10k and 5k

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

Registration Page: <http://bit.ly/2kCl8JG>

For more information on the Endurance Challenge, including how to register, email: endurancechallenge@publicishawkeye.com Don't miss this chance to challenge yourself on the trails of Kettle Moraine State Forest!

Use XC Thrilllogy's discount code (KRC15) to receive 15% off.

*** Visit the XC Thrilllogy tent on Sept. 16th & 17th at the Finish Line Festival and receive... XCT swag (limited to first 100) and special discount codes for upcoming XCT events. Drawings for FREE entries.



Scarpa Introduces the **SPIN!!!!**



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 Proton (\$130), the Proton GTX (\$169) and the Neutron (\$130).

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.

*** **SPECIAL OFFER: Buy a pair of shoes, and you get to participate in one of our events for FREE!!!!**
Order now!!! (Excludes the Hot Hilly Hairy, Hilloopy and WolfPack Trail Run events.)

XC Thrilllogy events!

www.XCThrilllogy.com



Sun., Jan. 21, 2018
Bristol Woods Park
Bristol, WI

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!!)



Sun., Feb. 18, 2018
Bristol Woods Park
Bristol, WI

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.



Sun., Mar. 11, 2018
KD Park
Burlington, WI

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.



Sat., June 10, 2017
Petrifying Springs Park
Kenosha, WI

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.

HIL100+PY RELAY

Sat., July 29, 2017
UW-P National XC-Course, Kenosha, WI

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.



Sat., July 29, 2017
UW-P National XC-Course
Kenosha, WI

JULY

The Hot Hilly Hair 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.



Sun., Aug. 20, 2017
Silver Lake Park
Silver Lake, WI

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.



Sat., Sept. 9, 2017
Old Settlers Park
Paddock Lake, WI

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.



Sat., Sept. 30, 2017
Petrifying Springs Park
Kenosha, WI

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.



Sat., Nov. 12, 2017
Bong State Recreation Area
Kenosha (Kansasville), WI

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.



Sat., Dec. 9, 2017
Petrifying Springs Park
Kenosha, WI

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.