



## XC Thrillology Newsletter

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### It is Gift Certificate Time!

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

Check them out today!!

## Personal Message from Me to You...

It is amazing how quickly the years can pass/run right by. I am fast approaching the 3rd annual Pike River Trail Run/Walk (our first ever trail event) and as I look back over the past few years, the emotion that stands up above the rest is thankfulness. I have met so many wonderful people through our events that I would have never met, many I can now call friends and your support and encouragement helps energize me! Thank you to each of you.

As some of you know I am a high school cross country coach at Christian Life School in Kenosha, and we are now in our third week of the season. Every season brings different opportunities, new runners and figuring out how to bring out the best out of every runner. One of the biggest challenges is breaking down their mental barriers that keep them from realizing the gifts within. Throughout the season this is my single greatest objective... to see them break through mental limits in all regards and watch their confidence grow. It is one of the greatest gifts (coaching) I have ever given to myself!

We have some fun events coming up over the next few weeks and months... please join us and bring along a couple friends!

Running it is just a way of life,  
Brian  
[www.xcthrillology.com](http://www.xcthrillology.com)

**ELLIPTIGO**



## Elliptical Cycling

Kenosha Running Company is happy to announce our partnership with Elliptigo. Personally I have been training on the 8C since June 2015 and could not be more pleased with the my "GO". You can test ride the ARC and the 8C at any of our XC Thrilllogy running events or at other events we attend. I can also bring one to our Weekly Group Trail Runs as well. Or 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!**

## 2nd Annual County Executive 5K+

Are you ready to kick off 2016 Oktoberfest?

Saturday, Sept. 10, 2016 • 10:00 a.m.  
Old Settlers Park, Paddock Lake, WI  
Run (5.3K) or Walk (5.3K)

I need your help in kicking off Oktoberfest 2016!

We will start things off with the

### County Executive 5K+

presented by County Executive Jim Kreuser.



### What is the "+"

- We start and finish in Old Settlers Park...actually finish on the beach of Paddock Lake...yes a diving finish into the Lake may earn you a special bonus.
- We will be giving away Bondi Bonds - so get there early!
- The course is welcoming to runners, walkers, those pushing a running stroller and those wanting to bring their four legged family members. The course will take you around the lake through this picturesque neighborhood.
- Event Swag custom "Stainless Steel" water bottle for the first 90 registered.
- Family Pricing "Family of Three or more" only \$63.00 (swag for the first two of each family)
- Unique German Pretzel Awards.
- Food & Beer available post run/walk.
- The distance is 5,300 meters, yes just a bit longer than your typical 5k.

### REGISTER TODAY!!

#### FAMILY PRICING!!!!

Individual Runners or Walkers:

\$28.00 (through Sept. 7, 2016)

Two People - Same Family:

\$47.00 (through Sept. 7, 2016)

Three or More People - Same Family:

\$58.00 (through Sept. 7, 2016)



The party will continue throughout the day during Oktoberfest, in addition to the great food and beer... there will be traditional dancing, the wiener dog dashes, car show and other fun. Plan on making it more than a run or a walk with us.

**Start time is 10:00 am, with packet pick up starting around 9:00 am.**

[More about 6th Annual Oktoberfest 2016](#)

### Special Thanks to our Sponsors



## EXCITING NEWS!!!

Join us at The North Face Endurance Challenge on Sept. 17 & 18

### KETTLE MORAINNE STATE FOREST

#### CALLING ALL RUNNERS:

The North Face Endurance Challenge returns to the trails of Kettle Moraine State Forest for our annual Wisconsin event! Trail running races include: 50M, 50k, Marathon, and Marathon Relay on Saturday and Half Marathon, 10k and 5k on Sunday. The course cruises through the Ice Age Trail, offering a mix of terrain and elevation!

New for this year is our partnership with Kenosha Running Company as they offer races and training plans to prepare for The North Face Endurance Challenge. Take advantage of their tremendous races throughout the year and join the fun as we come into town on September 17-18th. We hope to see you on the trails in 2016.



#### NORTH FACE ENDURANCE CHALLENGE LINKS:

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

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

**Facebook Event Page:**

<https://www.facebook.com/events/1039869852723262/>

**Website Link:**

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

#### DISTANCES:

**Saturday, September 17:**

50 Mile, 50k, Marathon and Marathon Relay

**Sunday, September 18:**

Half Marathon, 10k and 5k



Don't miss this chance to challenge yourself on the trails of Kettle Moraine State Forest - and get 15% off! Use XC Thrilllogy discount code (**KRC15**) to receive 15% off.

Visit the XC Thrilllogy tent on Sept. 17th & 18th 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.

Visit [www.XCThrilllogy.com](http://www.XCThrilllogy.com) for more information.



## Upcoming events...

- **County Executive 5K+**  
Saturday, Sept. 10  
Old Settlers Park  
Paddock Lake, WI
- **The North Face Endurance Challenge**  
Saturday & Sunday  
September 17 & 18  
Kettle Moraine State Forest
- **Wolf Lake Trail Run**  
Sunday, Sept. 25  
Bong State Recreation Area  
Kenosha, WI
- **Pike River Trail Run/Walk**  
Saturday, Oct. 1  
Petrifying Springs Park  
Kenosha, 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

## XC Thrilllogy Partnership Events

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

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

## 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 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 Blankets for the first 90 to sign up.

**REGISTER TODAY!!!!**



### 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](mailto:briant@kenosharunningcompany.com) or call 262-925-0300

## 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**

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**

## 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

## 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.

## 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.

Please contact Brian Thomas 262-925-0300 or e-mail [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)



### QUESTIONS?

Contact Brian Thomas [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)  
office: 262-925-0300

## Wolf Lake Trail Run

Sun., Sept. 25 • 10:30 a.m.  
Bong State Recreation Area  
Kenosha (Kansasville), WI

We are proud to announce that we have partnered with Bong Naturalist Association to present the 17th Annual Wolf Lake Trail Run. You will still enjoy the great traditions they have established over the years, but you will also experience some of the favorites from the XC Thrilllogy Trail events. New for this year will be a longer trail and two loops, making the course an estimated 4 miles for walkers and runners or 8 miles for runners. The traditional one mile hike is still on! For more information visit <http://www.xcthriology.com/wolf-lake-trail-run.html>. To learn more about BNA visit [www.bongnaturalistassociation.org](http://www.bongnaturalistassociation.org).

**Mark your calendar for this super event that supports great educational programs at Richard Bong State Recreation Area.**



Division Awards



Swag

## 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](mailto:stephaniez@kenosharunningcompany.com) or call 262-925-0300

## 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!

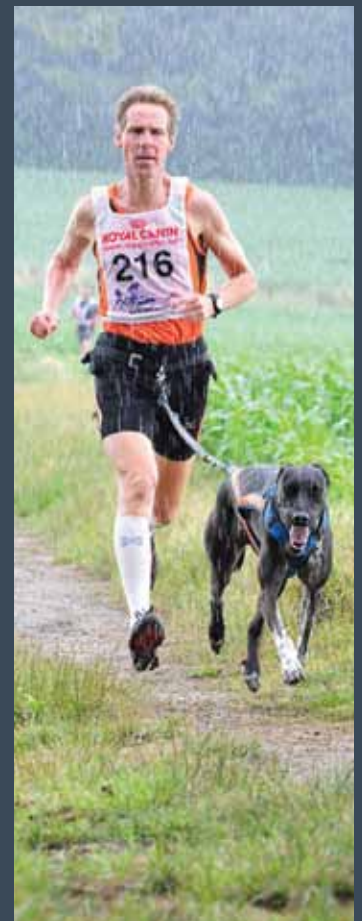
It is December in Southern Wisconsin so we could have snow on the trails, which would make the trail even better! But you will run on groomed trails, single track trails and some open green ways through the park. This a well marked trail run and we allow runners averaging 15 min mile pace to finish the 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!**

## 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.



## XC Thrilllogy events!

[www.XCThrilllogy.com](http://www.XCThrilllogy.com)



**January 2017**  
KD Park  
Burlington, 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!!)




**February 2017**  
Bong State Recreation Area  
Kenosha (Kansasville), 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.




**March 2017**  
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.



**June 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.




**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.




**JULY 29, 2017**  
UW-P National XC-Course  
Kenosha, WI

**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.



**August 2017**  
Bong State Recreation Area  
Kenosha (Kansasville), 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. 10, 2016**  
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., Oct. 1, 2016**  
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, 2016**  
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. 10, 2016**  
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.