



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 #34 • February 2018



# Boreas Trail Adventure

Sunday

February 18, 2018

10:15 a.m. CaniXC

10:30 a.m. Trail Run/Walk

Bristol Woods Park

Bristol, WI



**REGISTER TODAY!!**

## Event alerts

- **Boreas Trail Adventure**  
Sunday, Feb. 18  
Bristol Woods Park, Bristol, WI
- **Survival is Insufficient**  
Sunday, March 4  
UW-Parkside, Kenosha, WI
- **Hills Are Alive Trail Run**  
Sunday, March 11  
KD Park, Burlington, WI
- **CaniXC Midwest Championship**  
Sunday, April 8  
KD Park, Burlington, WI
- **Operation Finally Home 5K**  
Saturday, May 26  
Menomonee Falls, WI
- **Coureurs 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

## I truly steal your energy...

2018 is well on its way in so many aspects in my life and our January Trail and CaniXC reminded me why I still have the passion and energy, it is you. I truly steal your energy and passion, that is what keeps me working these crazy hours!

Over the next several weeks we have a number of things going in all different directions!!! So I hope to see you at least one of them:

- Feb 2nd & 3rd - Madison, WI **WISTCA**  
I will be attending as a coach and have a booth at the Vendor Expo.  
<http://www.wistca.org/page/show/600831-annual-clinic>
- Feb 3rd - State Fairgrounds, Milwaukee, WI **Pet Expo** We will be sizing/fitting dogs for harnesses and other related products.  
<http://www.petexpomilwaukee.com/>
- Feb 10th - Kenosha YMCA - 8am - 3pm **Shoe Test Drive Program** Generous discounts and we will make a donation to the Y for each pair purchased.  
<https://www.kenoshaymca.org/>
- Feb 18th - **Boreas Trail Adventure & CaniXC** Bristol Woods County Park, Bristol, WI  
<http://www.xcthrillogy.com/boreas-trail-adventure---2-18.html>
- March 4th - **Survival is Insufficient** Our first orienteering event. University of Wisconsin - Parkside, Kenosha, WI  
<https://www.raceentry.com/race-reviews/survival-is-insufficient>
- March 5th - High School Track Season begins and my 8th year coaching at Christian Life School in Kenosha.
- March 11th - 4th Annual **Hills Are Alive Trail**

### Run & Walk and CaniXC

Distance 3m, 6m, 9m & 12 miles.

KD County Park, Burlington /Twin Lakes, WI

<http://www.xcthrillogy.com/hills-are-alive-trail-run-walk.html>

**Ongoing:** I am in the midst of my training for the Ice Age 50K with hopes of breaking 5 hours.

I am hopeful that our new building will be picking up pace so we can meet our mid-May opening date. Will give a more official update with pictures, etc. in an upcoming email.

I am thankful to have partnered with Beth Salinger, Fort2Base RD and we will be working together to cross promote each other's events. This relationship is a result of our Military Trail Program, which is all veterans, active duty and their spouses are welcome to enter our events (for free) with our appreciation and gratitude.

Other events in which we are partners: Wisconsin Marathon, Operation Finally Home 5K, North Face Endurance Challenge, Fall 50, YMCA Firecracker 5k/10K and hopeful to add to our growing list.

If the year is not off to the start you imagined, then make it happen today in some way. A favorite quote of mine, "How wonderful it is that nobody need wait a single moment before starting to improve the world." Anne Frank

Hope to see each of you soon...  
Running it is just a way of life,  
Brian



**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!**

# The next XC Thrillology exciting event



## **Boreas Trail Adventure**

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

**REGISTER TODAY!!**



## **Boreas, the Greek God of the North Wind & bringer of Cold Weather...**

**can be a trickster and no one knows  
this better than those who run!**

BUT, don't let Boreas trick you into missing the second of two XCThrillology's Choose Your Own Trail Adventure, the Boreas Trail Adventure.

The challenging but fun trails of Bristol Woods are ideal to let Boreas know that he cannot stop you! This 3 mile looped course will consist of single track trails, and wide groomed paths that lead you on an adventure through this 197 acre park! The Choose Your Own Trail Adventure event allows the participant to decide their distance for the event based on fitness, goals, and Boreas. Starting at 10:30, participants have three hours to run, walk, snowshoe, or romp through the three mile looped course as many times as they would like.

This event is part of the 2018 CaniCross Event Series. If you are wondering what CaniCross is, you are not alone. It is similar to mushing, but instead of pulling a sled, your dog is pulling you through the trails. All that is required is a gang line, harness, and canicross belt. This event is a timed three mile loop. While it can be competitive, it also can be a fun way to test out both your and your dog's fitness. For more information about our CaniCross Events, visit our CaniCross website, [www.traildogrunners.com](http://www.traildogrunners.com)

After you are done, enjoy warm food and warmer company around a bonfire. Please BYO beverage or dessert to share! Entertaining trail stories and some surprises will make this Choose Your Own Trail Adventure one that you will not forget!

This event is perfect for all fitness levels and is dog friendly for those not interested in participating in the CaniCross Event.

Kenosha Running Company will donate part of the proceeds of this event to the Pringle Nature Center to help them continue environmental education to the community at large.

# Yet another upcoming exciting XC Thrillology event

## HILLS ARE ALIVE TRAIL RUN/WALK

### Hills Are Alive Trail Run/Walk

Sunday, March 11, 2018  
KD County Park, Burlington, WI

**REGISTER TODAY!!!!**



#### **DISTANCES:**

**3 miles, 6 miles, 9 miles and 12 miles.**

**The 9 mile distance will offer prize money based on age/gender and graded times.**

KD Park is the perfect location for the Hills are Alive Trail Run and Walk. This looped course, allows you to enjoy the varied landscapes of this former gravel quarry and 39 acre lake. The beginning of the loop takes you around the lake on wide groomed paths and some picturesque single track. The view is so spectacular that you might be inspired to take a few selfies during your trail adventure! Your circle back is single track through the woods where deer and trail runners play! The trail is well maintained and not highly technical so this course is welcoming, but is also challenging due to the hills.

Once you have completed your loops, you will return to a St. Patrick's celebration with corned beef, cabbage, and carrots and potatoes. Craft beer, soda, and great company make Hills Are Alive Trail Run/Walk the perfect kick start to your spring training!

The 9 mile trail event is a trail race for PRIZE MONEY. It will be age graded. Age grading is a way of putting all race participants on a level playing field, regardless of age or gender. For example a 24 year old male running a 5K event in 30 minutes will have an age graded time of 30 minutes, a 68 year old man running it in 30 minutes would have an age graded time of 22:47, and a 13 year old girl would have an age graded time of 27:45. This unique twist will put a little running fire under everyone's feet as the fastest time may not necessarily win!

This event is part of the 2018 CaniCross Event Series. If you are wondering what CaniCross is, you are not alone. It is similar to mushing, but instead of pulling a sled, your dog is pulling you through the trails. All that is required is a gang line, harness, and canicross belt. This event is a timed three mile loop. While it can be competitive, it also can be a fun way to test out both your and your dog's fitness. For more information about your CaniCross Events, visit our website, [www.traildogrunners.com](http://www.traildogrunners.com)

This event is perfect for all fitness levels and is dog friendly for those not interested in participating in the CaniCross Event.

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



## Product partners...



## Upcoming XC Thrillology events



### MIDWEST CHAMPIONSHIP

DISTANCES: 1.75 miles, 3.1 miles and 6.2 miles.

### CanixC Midwest Championship

Sunday, April 8, 2018

9:00 a.m.

KD Park, Burlington, WI

All abilities and walkers are welcome to participate.

**REGISTER TODAY!!!!**

### Coueurs de Bois Trail Run & Relay

Sunday, June 10, 2018

Petrifying Springs County Park  
Kenosha, WI

**REGISTER TODAY!!!!**



### Kenosha Civic Veterans



### 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!**

### Honoring Somer's Heroes Mile Run

Wed., July 4, 2018

1:30 p.m.

Somers, WI

**Register Today!!**



Limited to 150 runners!!



# 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><b>im Schnee festsetzen CaniCross</b></p> <p>Watch for our 2019 event Bristol Woods Park Bristol, WI</p>	<p><b>Boreas Trail Adventure CaniCross</b></p> <p>Sunday, Feb. 18, 2018 10:15 a.m. (3m &amp; 6m) Bristol Woods Park Bristol, WI</p>	<p><b>Hills Are Alive Trail CaniCross</b></p> <p>Sunday, March 11, 2018 10:15 a.m. (3.5m &amp; 7m) KD Park Burlington, WI</p>
---	---	---

 <p><b>MIDWEST CHAMPIONSHIP</b></p> <p>Sunday, April 8, 2018 9:00 a.m. KD Park, Burlington, WI</p>	<p>We are ending our Winter and Spring CaniCross season with our first Midwest Championship style event. 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>We have awards, provide a great atmosphere, food for two and four legged creatures, beer and soda. <b>This event is open to all abilities and walkers.</b></p> <p>The course at KD County park offers wide trails, challenging hills and great scenic views of this hill-n-dale course.</p>	
---	---	---

<p><b>Pike River Trail CaniCross</b></p> <p>Saturday, Sept. 29, 2018 10:15 a.m. (3.5m &amp; 7m) Petrifying Springs Park Kenosha, WI</p>	 <p><b>Trail Dog Distance Classic</b></p> <p>Sun., Nov. 11, 2018 2:30 p.m. (4.5m &amp; 9m) Bong State Recreation Area Kansasville, WI</p>	<p><b>Hateya Trail CaniCross</b></p> <p>Saturday, Dec. 8, 2018 10:15 a.m. (3.5m &amp; 7m) KD Park Burlington, WI</p>
---	--	--

# CaniXC -- putting the tails on the trails

## CaniXC Your Way

Since our second trail event back in 2014, our trail events have been dog-friendly for runners and walkers. We held our first CaniXC event in December of 2016, with no expectations... since then we have become the nation's leading CaniXC event organizer with seven dedicated events and numerous other trail events that are dog-friendly. We are very much a grass roots organization and take a very laid back approach to our events.

We are hosting three CaniXC events over the next three months:

- [Boreas Trail Adventure & CaniXC](#)
- [Hills Are Alive Trail Run & Walk and CaniXC](#)
- [CaniXC Midwest Championships](#).

Our approach is to be welcoming to all runners and walkers, there is no specific gear requirement and yes you can run or walk with simply a collar and leash. Each event has varying distances to accommodate you to the distance that you are most comfortable with.

Those that want to improve their running or walking gear, we do offer sizing and proper fitting for harnesses and related gear. If you have become accustomed to running with a leash, you will love running hands-free once your dog is harnessed, you have the proper lead and running belt (just ask Paul Navin a recent convert!!) We can provide this service and products at our events or currently by appointment in our office in Kenosha, call 262-925-0300 to schedule an appointment. If you live in the area, you can visit us at the [Great Lakes Pet Expo](#) at the State Fairgrounds in Milwaukee on Saturday, February 3rd.

My clearest and loudest message to each of you with pups... everyone is welcome regardless of your experience, or running, walking or level of fitness. Dogs bring an incredible friendly energy to our normal trail events. I am thankful and energized!

Hope to see our CaniXC lovers in February and beyond!  
Brian

## Cross country news

### The Rocket

Those that enjoy High School Cross Country will appreciate this story based on a magical season and unsung hero that helps lead Westosha Central High School based in Paddock Lake, WI to a State Championship. This independent film might be a nice play during one of your team pizza nights.

#### FOR MORE INFORMATION:

[http://www.kenoshanews.com/get\\_out/liz\\_snyder/snyder-the-rocket-film-launches-in-home-video/article\\_421acabb-5002-5494-9d12-fb9d0326b1e8.html](http://www.kenoshanews.com/get_out/liz_snyder/snyder-the-rocket-film-launches-in-home-video/article_421acabb-5002-5494-9d12-fb9d0326b1e8.html)

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

<https://itunes.apple.com/us/movie/the-rocket/id1325471361>

[https://www.amazon.com/dp/B07894FZ94/ref=tsm\\_1\\_fb\\_lk](https://www.amazon.com/dp/B07894FZ94/ref=tsm_1_fb_lk)

Find us on Facebook, Twitter & Instagram by searching for The Rocket movie or even the hashtag #TheRocketMovie.



# “Tales” from the trails

## Trail Hound: The Story of Knives

by: Steve Arnold, Endurance Racer and Ultramarathoner from Trevor, Wisconsin

### A. Love Like a Dog

Knives, Blade of Murasama, flourishes in being a trusted friend, trail hound, and his love is unconditional. If we all could be loved by other humans as well as we are by our four-legged trail companions, the world would be a better place.

### B. Run Like a Dog

Knives is the embodiment of the term “trail hound.” He always has a keen sense of situational awareness. Once a trail is run, he remembers all of the details (including the route driven to get there). The sights, smells, weather conditions and sounds of every trail run are etched into his memory and are used the next time out. Trail conditions change every time out, so I rely heavily on Knives knowing the routes should snow or nightfall obliterate the trail from my view.

He knows exactly the type of terrain where I may slip, snag a root or scuff a rock and fall. He makes an obvious yield in these places so in case I do go down, he will be out of my way. When I fall, he is immediately in my face with a look of eagerness for me to hurry up and get moving again.

Knives cannot stand being anywhere but in front when we are running a trail. If he becomes sidetracked by something he finds interesting, then notices I am ahead on the trail, he will rocket past me showing no mercy to get ahead. Many times I have been brought down by his rock solid body hitting my leg from behind as he enthusiastically moves into his forward position.

### C. Work Like a Dog

This past November I misjudged remaining daylight and darkness fell upon Knives and me as we were finishing running a 17.62 mile combination of the Kettle Moraine John Muir Mountain Bike Trail + The Nordic Trail. I thought I knew the trail well enough to find our way out even during night. But, after years of running these trails, this night, I wasn't sure if I was seeing the trail or just openings between the trees. Nothing looked the same. I was soaked with sweat, forgot my headlamp and was out of water. Stopping to rest in the cold while sweating would have surely meant becoming hypothermic.

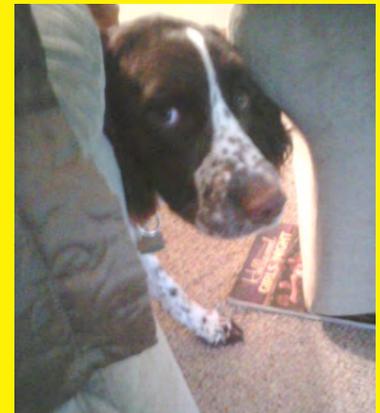
As cramps began to set into my legs and with miles yet to reach the trailhead, I decided to hook the leash back up to Knives to keep him close. He immediately went into double-time with his nose and began pulling me forward with a sense of urgency I hadn't seen in him before. I can only think he knew I would struggle if he didn't lead me out. Still, as he pulled, I wondered if he really was doing what I hoped he was doing? Could it be an animal he is tracking, I pondered? I decided to put my full faith in Knives and let him pull forward. Eventually, I saw the lights of the Nordic Trailhead and knew the trail hound had saved the day.

Only yesterday Knives proved himself again as we made the first tracks in the full Green Loop at the Emma Carlin Trail. As stated earlier, the look of the trail changes within minutes. After Tuesday's snowstorm the singletrack Emma Carlin Trail was unrecognizable to me. Again, I let my trail hound remember the trail route. Because where I thought the trail went straight ahead, he knew it turned ninety degrees left, and so on until we completed the entire Green Loop.

Happy trails to the long line of trail hounds that came before Knives, and for those new pups that will follow him.



Knives the trail hound as a newborn pup!



As he grew into a trail hound, Knives learned as he made mistakes.



Knives is equal to me in every way. Sharing water at the John Muir Trailhead.

# "Tales" from the trails

## Trailgaters Anonymous by: Lisa Dretske

This was my second attempt at the Frozen Otter Ultra. For those of you not familiar with this race, it is 64 miles on the North Kettle trails. The only support along the way is water provided every 7-9 miles and a drop bag at mile 46. Everything you might need you have to carry, along with required gear that you must carry for emergencies.

My first attempt at Frozen Otter ended at mile 46. I couldn't stop shivering, couldn't eat or drink anything, and couldn't feel my hands. I'm pretty sure I had an early stage of hypothermia. When I decided to sign up for Frozen Otter again, I knew I had to find a way to beat the cold.

One reason Frozen Otter is so difficult, despite the obvious, is that you never know what conditions will be on race day. There have been years with 3 feet of snow on the course, or other years with -30 degree wind chill. This year, we were fortunate not to have snow, but we had temps as low as -6 degrees, and the ground was icy and frozen solid including many mud potholes from people's footprints and deforestation. We were fortunate to not have to carry the extreme weather gear, but we still had the severe cold to contend with along the way.

There are 2 types of runners at the Frozen Otter. 1) People who pack the bare minimum, go out fast, and hope that their water doesn't freeze and nothing causes them to slow down. 2) People who want to be a little more prepared because things always go wrong at these temps, so they start at a slower pace and carry a lot more emergency gear. I chose the #2 path. I had experience with frozen hoses and bladders before, as well as my sweaty clothes causing hypothermia when I slowed down. In my pack I had 2 Liters of Nuun water with an insulated hose, a change of clothes, extra down mittens, my food for 46 miles, hand warmers, vacuum sealed Yeti container, and the required gear (emergency bivy, emergency blanket, whistle, headlamp with extra batteries, cell phone, fire starter, medical kit). In all I would guess my pack weighed 10-15 lbs.

**[CLICK HERE TO READ THE REST OF HER EXPERIENCE...](#)**



Please feel free to share your tail from the trail... send to [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com).



Kenosha Running Company will have a booth at the **2018 Great Lakes Pet Expo** on Saturday, February 3rd from 9am- 5pm at the Wisconsin State Fairgrounds in Milwaukee. We will have CaniCross gear and other related products. Hope you all can join us.

We will have Expo discounts on gear and for our CaniXC events when you sign up that day.

For more information on our CaniXC events visit [www.traildogrunners.com](http://www.traildogrunners.com) or for more information all of our trail events visit [www.XCThrillology.com](http://www.XCThrillology.com)

# Upcoming area events

## Time to Get Your Ultra On & Relay Team Together

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



## 10th Annual Wisconsin Marathon

This Wisconsin Marathon is celebrating our tenth year and we want you to come out and celebrate with us!

Run the marathon, half marathon, or 5K on Saturday, May 5th in beautiful Kenosha. Our course winds through downtown Kenosha, up towards Carthage College, and through parts of Pleasant Prairie. The magnificent views of the lake will inspire you along the way.

When you finish the race, you'll have our popular Big Cheese Medal draped around your neck and will have a chance to enjoy a beer, brat, and some cheese while listening to live music at our Post Race Party!

***New for 2018: Race morning packet pick-up will be available!***

Register by January 31st and beat the price increase! Use the promo code **XCTHRL10** at checkout for **10% off** any distance.

Come on out and celebrate with the cheesiest runners around!

Register at: [www.wisconsinmarathon.com](http://www.wisconsinmarathon.com)



# Upcoming area events

## Survival is Insufficient – Orienteering Are you ready to test your navigation skills and fitness?

All abilities of runners & walkers are invited to explore the campus & surrounding grounds for this unique event. The course will start at the UW-Parkside outdoor track and finish in Petrifying Springs Park in Kenosha, WI.

Taking place on March 4th, 2018, with packet pickup and same day sign up starting at 11:00 a.m. and starting times will begin at noon. Survival is Insufficient is a event that combines trail running/walking with orienteering. Everyone will be given a map of the course as they start, with individuals or families or couples leaving every minute. Over the course of this 5K trail run/ walk, you will need to use your map skills to find the checkpoints, then punch your map with the designated punch, answer questions about Station Eleven for bonus points, and cross the finish line. Once finished you can enjoy food and beverages as you await other finishers.

Orienteering involves navigating a map with a specific course with checkpoints along the way that must be verified to prove that you were actually there. In orienteering terms this is considered a short or sprint course. This could be a perfect family event, or for a Cub Scout troop, or anyone who enjoys running or walking with a little fun added!

The Survival is Insufficient event is part of the NEA Big Read program. The NEA Big Read is a program of the National Endowment for the Arts in partnership with Arts Midwest. More information about UW Parkside's participation in the NEA Big Read program can be found at <https://www.uwp.edu/engage/bigread/>.

Station Eleven book will be available early 2018 for free at the UW-Parkside library and the Kenosha public libraries. Friendly competition is expected. Map skills will be helpful. Reading Station Eleven by Emily St. John Mandel is strongly encouraged (you get bonus points).

Once finished, you will be welcomed with great post event food, soda, adult drinks, and fun awards.

Registration is only \$17 for students, \$22 for adults, couples \$35, and families of 3 or more \$45. Same day registration available, but advanced registration is strongly encouraged and helpful .

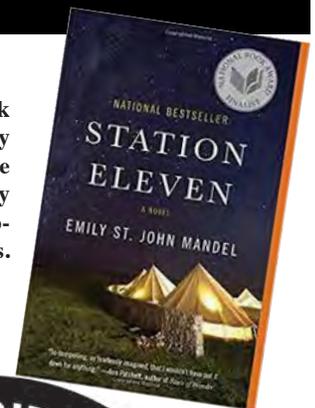
Questions??? Call 262-925-0300 or e-mail [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)

REGISTER: <https://www.raceentry.com/race-reviews/survival-is-insufficient>

PLEASE NOTE: this is not a dog friendly event.



Station Eleven book will be available early 2018 for free at the UW-Parkside library and the Kenosha public libraries.



# XC Thrillology specialty events...



## 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.

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



## February is American Heart Month!

Many Aurora caregivers will wear red on Friday, February 2nd, 2018 for National Wear Red Day® to show support for women with heart disease and stroke. Join us and wear red all day to support heart health awareness! Visit the Aurora Hwy 50 Clinic Atrium the entire month of February for more information, recipes and other resources for living heart healthy! 10400 75th Street, Kenosha, WI 53142



# New products

## Ready for Some Winter Snow - Ice - Trail Running & Walking

We are hoping to make your Winter outdoor adventure perhaps a little more fun and safer with these products. Available in our [online store](#) and on Sunday, Feb. 18th at the [Boreas Trail Adventure & CaniXC](#).

Kahtoola Nanospikes

<https://www.kenosharunningcompanystore.com/accessories>

Kahtoola Microspikes

<https://www.kenosharunningcompanystore.com/accessories>



## Shoe Special at Boreas Trail Adventure!!

On Sunday, Feb. 18th at the [Boreas Trail Adventure & CaniXC](#)...

**All shoes above \$100  
will be discounted \$40  
at the Boreas Trail  
Adventure & CaniXC.**



# Programs

## 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.

My best, Brian Thomas office: 262-925-0300 email: [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)



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

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

# Special offers



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.



## \*\*\* 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.)*

## 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 fit 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 (\$130). I can order any shoe you like from [www.Scarpa.com](http://www.Scarpa.com) and receive the bonuses. Questions, concerns and to place your order, e-mail [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com) anytime or call 262-925-0300.

To purchase online, click here...



To purchase online, click here...



## PET RUNNING GEAR:

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



## store proudly offering...



Access the inaccessible®



# XC Thrilllogy product & gear



## Kenosha Running Company on the grow!

Just as we keep expanding our trail offerings to create more opportunities for trail runners and walkers to have fun throughout the year, 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. The Kenosha Running Company store will be THE place to purchase your running gear (trail and 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 the shopping bug bites!



## 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**

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



**caniX EVENT**

**2019**  
Bristol Woods Park  
Bristol, WI



**caniX EVENT**

**Sunday**  
**Feb. 18, 2018**  
Bristol Woods Park  
Bristol, WI



**caniX EVENT**

**Sunday**  
**March 11, 2018**  
KD Park  
Burlington, WI



**DOG friendly**

**Sunday**  
**June 3, 2018**  
Pettrifying 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**  
Pettrifying 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**  
Pettrifying Springs Park  
Kenosha, WI



**DOG friendly**

**Saturday**  
**Dec. 29, 2018**  
KD Park  
Burlington, WI