



www.XCThrillology.com



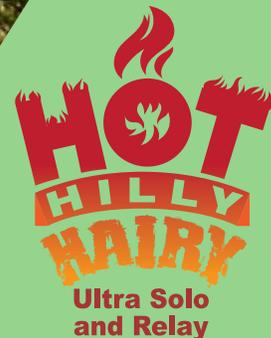
**Kenosha Running Company**

P.O. Box 126, 1706 - 22nd Avenue -- Kenosha, WI 53140

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www.kenosharunningcompany.com -- brian@kenosharunningcompany.com

Issue #52 • July 2019



Saturday, July 27

Petrifying Springs Park, Kenosha, WI

## Event alerts

- **Somers We The People One-Mile Parade Run**  
July 4 – Somers, WI
- **Hilloopy 100+ Relay**  
July 27 – Kenosha, WI
- **Hot Hilly Hairy**  
July 27 – Kenosha, WI
- **Special Olympics State Cross Country Meet**  
July 27 – Kenosha, WI
- **Nightcrawlers Trail Adventure**  
Aug. 10 – Salem Lakes, WI
- **Iron Girl Pleasant Prairie**  
Aug. 10-11 – Kenosha, WI
- **Bark 'n Brew**  
Aug. 24-25 – Wauwatosa, WI
- **Real Racine Half Marathon / 5K**  
Sept. 28-29 – Racine, WI

## Hello from Kenosha, WI

I am crazy excited to share the fun that has been happening around here!

### HERE ARE MY QUICKS HITS:

1. Thank you Racine YMCA and Light House Run for giving me the opportunity to be your announcer for Racine's largest running event, had an awesome time!
2. The Boys & Girls Club of Kenosha Summer Running Program is off to a great start with "25" 2nd-7th graders, thank you BGC for the opportunity and Jim Heiring for your assistance.
3. [Big Shout Out to Special Olympics of Wisconsin. great interview](#) on the upcoming State Cross Country for Special Olympians, Family, Friends and Supporters. Thank you Tommy Jaime and Alyse Peters.

4. I am completely fired up for the [3rd Annual Somers Parade Mile](#), will have our biggest turn out... get ready to put the pedal to the metal!!!
5. 5th Annual [Hilloopy 100+ Relay](#) and [Hot Hilly Hairy](#)... how can it be the 5th already? Get your Relay Team and your Ultra-On ready for the running tailgate party.
6. Thank you to all of you that have stopped by to visit and support our [Run Specialty & Canicross Boutique](#), we are here to assist you to make a great choice for the shoes and gear you need.

Hope to see many of you this month. Have a wonderful start to your summer and hit the trails often!

Running it is just a way of life, Brian

# Our next XCThrillogy event



## Somers We The People One-Mile Parade Run

Thursday, July 4, 2019  
Somers Fire Station  
Somers, WI

[Click here for more information...](#)

Taking place prior to the start of the Somers' 4th of July parade, this unique event will let you test your speed while you are cheered on by hundreds of parade spectators!

After you run, plan on staying to watch the parade and celebrate the Village of Somers Heroes. There is a free Ice Cream Social after the parade at Somers Elementary School and the Somers Fire Department will be selling food during the parade.



Awards will start at 1:45 at Somers Memorial Park (7511 12th Street) in the VFW Pavilion located behind the Village/Town Hall. Cash prizes will be awarded to the overall winner, male and female in the open and masters division. Age group awards will follow.

### THE DETAILS:

- The race will start at 1:15 p.m.
- Runners not across the finish line in 15 minutes (1:30 p.m.) will be swept from the course.
- The race course is a straight mile starting at the intersection of H and E and ending at the intersection of EA and E.
- The race will be limited to 150 people. Sign up early.
- Online registration will close on Monday at 10:00 a.m.
- If spots are available, same day sign up will be available at packet pick up.
- Packet pick up will be at the Somers Fire Station (7511 12th St.) starting at 12:15.
- Parking will be limited. Some parking will be available at Shoreland High School and Somers Elementary School and the surrounding area. Please note that roads will be closed at 12:30 p.m. to stage for the parade.
- The event will be hand timed.

## **XC Thrillogy CaniCross hit the airwaves!**

At the Pike River Trail Run & CaniCross in Sept of 2018, PBS Milwaukee did a feature on our CaniCross event.

[https://www.youtube.com/  
watch?v=d370ouOrpIY&feature=share](https://www.youtube.com/watch?v=d370ouOrpIY&feature=share)

For more info on our upcoming CaniCross events, visit

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

Please share with other dog lovers & runners!



# Upcoming XC Thrillology events

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# HILLOOPY

RELAY

**Saturday, July 27, 2019 • 6:00 a.m.**

UW-Parkside National  
Cross Country Course, Kenosha, WI

**The SUMMER RUNNING TAILGATE PARTY  
of the Midwest!**

**SIGN-UP TODAY!**

This ultra-relay event has each team running 33 laps of the nationally known 5K cross country course. Imagine the fun of running this beautiful nature trail which keeps looping you back to the cheers and support of your teammates and other spectators. With a relay event like this, strategy is the key! Any size team is WELCOME from 2 to 33! Not everyone has to run the same number of loops, but everyone does have to have a great time!

All teams will begin at the same time in a thrilling mass start and with each loop you have the option to hand off to a teammate or run another based on your team's strategy. We track the number of loops for each team, provide loop splits for all 33 loops, and will have continuous live updates on a large screen near the exchange zone.

# Upcoming XC Thrillology events



## DISTANCE OPTIONS:

The 18 Hour Death March — 100K — 85K Ultra Solo  
65K The Dragon Dare — 50K — 30K — 20K — 10K  
Charge the Knight 5K

<http://www.xcthrillology.com/hot-hilly-hairy---7-27.html>

**Saturday, July 27, 2019 • 6:00 a.m.**

**UW-Parkside National Cross Country Course, Kenosha, WI**

How can it be the 5th Annual already... Over the years we have made this perhaps the most welcoming of events, especially for those attempting their first ultra or testing their limits with their longest run ever. This tailgate running party atmosphere is created by the amazing people that run and walk our events. Our policy of no cut-off times for any distance takes at least one obstacle out of the way for many runners.

The 5K cross country course, with one mini aid station and one full blown aid station are ideal. Aurora Medical sets up an amazing recovering and prevention tent that is fully staffed, including ice bath pools.

You will have a designated corral area for those running the same distance as you and you are welcome to set up your own camp as well. Perhaps your personal ultra distance is a 10K or you are looking to test your sanity with the 18-Hour Death March, either way you will be welcomed and treated in an amazing way throughout the day.

New this year and I believe a first for any event across the country, we will have Hot Hilly Hairy Black Sashes for the first 125 Ultra Runners signed up and the first 75 signed up for sub-ultra distances will receive Yellow Sashes. We will continue to have as an option tiaras and medallions. But you only get to pick one!!! It is one of our objectives to have the most unique swag options.

For more information and to signup, visit: <http://www.xcthrillology.com/hot-hilly-hairy---7-27.html>

# Upcoming XC Thrillology events

**Special  
Olympics  
Wisconsin**



**Saturday, July 27, 2019**

**2:00 p.m.**

**UW-Parkside National Cross Country  
Course, Kenosha, WI**

**REGISTER TODAY!**

Kenosha Running Company Inc. has partnered up with Special Olympics Wisconsin to present the first-ever State Cross Country Meet for Special Olympics Wisconsin Athletes. This will be the first Special Olympics event of its kind that will be welcoming for all Special Olympics Athletes and open to all other athletes of all ages and abilities. Guide runners, mentor runners, individual runners of all ages and abilities are welcome to compete in any of the three distances. We will have a distance that will fit all levels of fitness and abilities.

#### THE SCHEDULE:

- 2:00 p.m. 800 meters (20 minutes to finish)**
- 2:25 p.m. 1600 meters (35 minutes to finish)**
- 3:10 p.m. 5000 meters (must be able to finish in 70 minutes)**
- 4:30 p.m. Awards for 5000 meters only**

5000 meters will be chipped timed. Other distances will not be chipped timed.

We will have our Special Olympic Challenge, where you can enter in all three races! Gives you the opportunity to have an extra Special Memory!

Packet pickup will be on Friday, July 26th at Kenosha Running Company (1706 22nd Avenue, Kenosha, WI 53140) and on Saturday beginning at 11:00am at the UW-Parkside Cross Country Course.

Please contact us with any questions or suggestions on how to make this a more inclusive and better event for everyone... call 262-925-0300 or e-mail [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)

#### REGISTRATION INFORMATION:

Individual Pre-Event sign up – \$18.00  
Individual Same-Day sign up (starts at 11:00am and ends at 1:30pm) – \$21.00  
Special Olympics Challenge – \$26.00  
To register online: <https://www.raceentry.com/races/special-olympics-state-cross-country-meet/2019/register>  
To register by mail: <https://www.specialolympicswisconsin.org/wp-content/uploads/2019/01/a1162efbe8be4d91717a5a2f2cba96c6.pdf>



Check out the information YouTube video:  
<https://www.youtube.com/watch?v=S5c-maaGAuY8&feature=youtu.be>



Special Olympics Wisconsin holds exclusive interview with Brian Thomas from Kenosha Running Company regarding the upcoming inaugural Special Olympics Wisconsin State Cross Country Meet being held at UW Parkside in Kenosha on July 27...

[https://www.facebook.com/SpecialOlympicsWisconsin/videos/1209900072525856/?epa=SEARCH\\_BOX](https://www.facebook.com/SpecialOlympicsWisconsin/videos/1209900072525856/?epa=SEARCH_BOX)

**SIGN-UP TODAY!**

## Product partners...



## Upcoming XC Thrillology events

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# HILLOOPY

RELAY

### Hilloopy 100+ Relay

Saturday, July 27, 2019  
6:00 a.m.  
UW-Parkside National  
Cross Country Course  
Kenosha, WI

[Click here for  
more information...](#)

### Hot Hilly Hairy

Saturday, July 27, 2019  
6:00 a.m.  
UW-Parkside National  
Cross Country Course  
Kenosha, WI

[Click here for  
more information...](#)



### Special Olympics State Cross Country Meet



Saturday, July 27, 2019  
UW-Parkside Wayne E. Dannehl  
National Cross Country Course  
Kenosha, WI  
2:00 p.m.

[Click here for more information...](#)

### Nightcrawlers Trail Adventure

Saturday, Aug. 10, 2019  
7:45 p.m.  
Silver Lake County Park  
Salem Lakes, WI

[Click here for more information...](#)



# Plan your 2019 CaniCross events



Check out CaniCross on 



Check out the new CaniCross dedicated newsletter...

[CLICK HERE](#)

The XC Thrilllogy CaniCross Series is the largest and longest running series in the country. 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, the dog is actually pulling you while you are running.

We have increased our number of events to eight and with distances that will be welcoming and challenging for everyone. All of our events are held on trails in Kenosha and Walworth Counties in Southeast Wisconsin. The trails range from single track, to wide and welcoming, hilly, wooded and for fun we throw in some optional water crossings.

 Bristol Woods County Park, Bristol, WI

 Lake Geneva Canopy Tours, Lake Geneva, WI

 Bong State Recreation Area, Kansasville, WI

 Petrifying Springs Park, Kenosha, WI

If you are up for a laid back event with amazing people and pups, then we will be a perfect fit for you! We encourage you to come and try out this amazing sport!

Please contact us with any questions or stop by and see us!

We also have additional dog-friendly events.

We can also properly fit you and your dog with harness, lead line and running belt, stop by our new location for your and your dog's fitting (1706 - 22nd Ave., Kenosha, WI). We are proud partners with Howling Dog Alaska, Non-Stop Dog Wear and Kurgo.

 <p>Watch for the 2020 event </p>	 <p>Watch for the 2020 event </p>	 <p>Sunday, Sept. 22, 2019 </p>	 <p>Saturday, Nov. 23, 2019 </p>
 <p>Watch for the 2020 event </p>	 <p>Watch for the 2020 event </p>	 <p>Sunday, Oct. 20, 2019 </p>	 <p>Saturday, Dec. 7, 2019 </p>

# Become a member of CaniCross USA...

## You've asked... we answered.

Over the past several months we have been busy in developing a functioning organization. In order to grow our sport and develop all the benefits of this great recreational activity now and for years to come, we will now start a membership program and offer insurance for CaniCross events. Please review the following information and if you have any questions please email me, [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)

My best, Brian Thomas

### **CaniCross USA – 2019 Canicross Event Guidelines for Insurance**

***In order to use CaniCross USA insurance,  
you will need to follow these guidelines...***



Our events are welcoming to all types of dogs and owners of all abilities and fitness levels. Walkers with dogs should be encouraged and welcome to our events as well.

Locations: Bike paths or unpaved trails. NO Roads, only for crossing and need to be supervised.

All permits and approvals with those that govern the property in which you are to host the event.

You can include non-CaniCross entrants as well. Suggest two different starting times, those with dogs first and then those without a dog. Suggest 5-10 minutes difference in starting time.

Dogs need to be in good health.

Dogs aggressive towards other dogs or a person will be asked to step away, if it happens again any point, even during the run/walk, the dog will need to leave the event.

Dogs that attempt to bite another dog or person, need to immediately leave the public area and return to the car. The dog will not be allowed to run in the event or return to the public area.

CaniCross USA is not responsible for the action of a dog at an event, specifically dog bites and attacks.

Owners are responsible for cleaning up after their dog in a proper way.

Dogs are not permitted in any enclosed buildings or enclosed shelters.

Dogs must be on a 3 foot or shorter leash prior to the start of the event except to warm up. Once done running or walking the event, the dog must be put on the short leash.

Water stations for the dogs should be adequately placed based upon the weather conditions and course. Recommend a dog water station about every 1.5 to 2 miles during warmer temperatures and every 2-3 miles during cooler temperatures. Water station should be available prior to the start of the race as well. Change water as frequently as possible.

No special gear is required to run or walk, but all dogs must be on a running line, leash or similar that is in total control of the owner.

**BECOME A MEMBER TODAY!!**

**<https://www.raceentry.com/canicross-usa-annual-membership/race-information>**

# CANICROSS USA – MEMBERSHIP PROGRAM

The creation of our membership program is an outcome of the passion for this sport that has been displayed by you. “YOU” meaning our dog owners, dog owner runners, CaniCross USA Chapters, Dog Related Groups & Clubs, CaniCross Race Directors and companies that support and provide products for CaniCross.

## Who is CaniCross USA?

CaniCross USA was started and funded by Kenosha Running Company, Inc. in order to advance the sport of CaniCross across the USA and beyond. Currently, CaniCross USA is operated by Brian Thomas, president of Kenosha Running Company, Inc., his staff and a handful of volunteers located throughout the country. It is our objective to have CaniCross USA as an independent organization with paid staff so we can continue to grow and be sustainable long into the future.

Kenosha Running Company, Inc. is based in Kenosha, WI and develops and manages the largest CaniCross Series in the Country, visit [www.traildogrunners.com](http://www.traildogrunners.com) to learn more about their events.

## Why join CaniCross USA?

1. To support the growth of CaniCross USA
2. To support the growth of CaniCross USA Chapters around the country
3. To participate in CaniCross events
4. To celebrate a love for dogs and engage with others who share the same passion

## Who should join CaniCross USA?

1. Individuals
2. CaniCross USA Chapters
3. Dog Related Clubs and Groups
4. CaniCross Race Directors
5. Companies that provide products and services to CaniCross and dogs
6. Companies and individuals that want to support our mission and grow CaniCross

## Benefits of Membership:

1. Receive our newsletters and updated information on CaniCross events across the country
2. Discounts on Canicross USA Virtual Events
3. Discounts on Kenosha Running Company, Inc. CaniCross Events
4. Access CaniCross Insurance for your events
5. Discounts on CaniCross gear through Kenosha Running Company, Inc. and other sponsors
6. Discounts on CaniCross USA apparel and related products

## Membership Levels\*:

1. Individual Annual Membership: **\$30.00**
2. CaniCross USA Chapters: **\$60.00**
3. Dog-Related Clubs & Groups: **\$80.00**
4. Race Directors: **\$80.00**
5. Companies that Support CaniCross: **\$100.00**

\*All membership fees are due annually



- **Members** - if you chose, your name will be listed on our [website](#).
- **All CaniCross USA chapters** - will be listed and linked to the CaniCross USA Facebook Page.
- **Dog related clubs and groups** - can chose to have their name listed and linked to their respective Facebook Group page or website.
- **Race directors** - we will link the name of your event or race series, link to your designated site and will post your logo for an additional \$25.00 per year.
- **Companies** - we will link the name of your company and designated website and will post your logo for an additional \$25.00 per year.

*Membership dues are based on the calendar year and will not be prorated.*

To sign up online: <https://www.raceentry.com/canicross-usa-annual-membership/race-information>  
[Click here](#) to print and mail in your registration.

# Unique virtual event

SPONSORED BY:



## Upcoming Virtual CaniCross Event...

Check out this great upcoming event for you and your pooch...

XC Thrilllogy is pleased to announce this great Virtual CaniCross USA Event ran in conjunction with their local running/walking/CaniCross event.



### Pike River Trail CaniXC

Sunday, Sept. 22, 2019

10:15 a.m.

Petrifying Springs Park, Kenosha, WI

[Click here for more information...](#)

### **XC Thrilllogy CaniCross hit the airwaves!**

At the Pike River Trail Run & CaniCross in Sept of 2018, PBS Milwaukee did a feature on our CaniCross event.

<https://www.youtube.com/watch?v=d370ouOrpIY&feature=share>

For more info on our upcoming CaniCross events, visit

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

Please share with other dog lovers & runners!



## Running for charity

### **2019 Bank of America Chicago Marathon for Mercy Home**

Running the Bank of America Chicago Marathon on behalf of Mercy Home for Boys & Girls is a one-of-a-kind experience! They're the only charity partner on the course, which means you get a Hero's Welcome at Mile 17 from the kids your efforts are supporting. They also provide a guaranteed entry, free training with CARA, fundraising support, a pre-race pasta dinner and access to their VIP Hero HQ on race day. Heroes are asked to raise a minimum of \$1,750.

Use promo code **KENOSHA** for \$10 off your registration at:

<https://marathon.mercyhome.org/chicago2019?promo=KENOSHA>



# Running & CaniCross Specialty Destination



Specializing in  
**RUNNING &  
CANICROSS**  
**(262) 925-0300**

**[www.KenoshaRunningCompany.com](http://www.KenoshaRunningCompany.com)**

1706 - 22nd Avenue, Kenosha, WI

*Kenosha County's Only*  
**"Run Specialty &  
CaniCross Store"**

- Road Shoes
- Trail Shoes
- Running Gear
- Apparel & Socks
- CaniCross Gear  
for Dog-Loving  
Runners & Walkers
- Personal & Group  
Training Programs



*KRC is the proud organizer  
of XC Thrillogy  
Trail & CaniCross Events*

**[www.XCThrillogy.com](http://www.XCThrillogy.com)**

# Help needed...

## I WANT YOU! ... Help Wanted



I am currently looking for the right person that would be interested in a long-term part-time position of approx. 10-15 hours per week.

**POSITION:** Administrative Assistant for our retail & expo business, trail events & industrial products company.

**RESPONSIBILITIES:** Customer support via phone, in-person and email. Work at trail events and expos, reach out to potential partners for our events, and assist with office duties. If interested, contact Brian Thomas at (262) 925-0300 or [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)

## Pacers Needed!!!

I need Half Marathon Pacers for the Real Racine Half Marathon on September 29th.



### PACE GROUPS:

- 7 minute pace
- 8 minute pace
- 9 minute pace
- 10 minute pace
- 11 minute pace
- 12 minute pace
- 13 minute pace



### Real Racine Half Marathon & 5K

PROUDLY SPONSORED BY KENOSHA RUNNING COMPANY, INC.

Kenosha Running Company is excited to be involved in the first Annual Real Racine Half Marathon & 5K on September 28 & 29

### PERKS:

1. Hero to your pace group.
2. Custom KRC / XCT pace t-shirt.
3. 30% off a new pair of road shoes from KRC.
4. Profile spotlight in our newsletter.

Interested & committed? Contact Brian Thomas at (262) 925-0300 or [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)

Upcoming area event

# HUMP DAY GROUP RUN

Wednesday Evenings at 6:00 p.m.



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

1706 - 22nd Ave., Kenosha  
(262) 925-0300



Runners & walkers of all abilities are welcome.

# Upcoming area events



## Iron Girl Pleasant Prairie presented by Kenosha Subaru

Iron Girl Pleasant Prairie presented by Kenosha Subaru aspires to bring women of all ages together as a community by offering a supportive, energetic and empowering environment for females pursuing a healthy and active lifestyle.

Let everyone know what you aspire to be in 2019 by continuing your wellness journey at Iron Girl Pleasant Prairie!

**Saturday, Aug 10 – Sunday, Aug, 11**  
Pleasant Prairie

Rec Plex

Registration link:

<https://www.active.com/pleasant-prairie-wi/duathlon/races/iron-girl-pleasant-prairie-presented-by-kenosha-subaru-2019>



## Real Racine Half Marathon & 5K presented by Racine Toyota & Racine Honda

Come join the inaugural Real Racine Half Marathon & 5K presented by Racine Toyota & Racine Honda this fall! This event kicks off with a two-day race expo at Festival Hall and hosts 5K and Half Marathon distance races. Runners in the Half Marathon are treated to the Kenosha Running Company Pace Team helping them through a course that tours downtown Racine and the beautiful shoreline of Lake Michigan, including North Beach, the Wind Point lighthouse, the Racine Zoo and Racine Harbor. Come join the fun and #RunRacine!

**Saturday, Sept 28 – Sunday, Sept 29**

Festival Hall

Registration link:

<https://runsignup.com/Race/WI/Racine/Racine-HalfMarathon>

## FREE entry into an event!!!!



1706 - 22nd Avenue  
Kenosha, WI  
[KenoshaRunningCompany.com](http://KenoshaRunningCompany.com)

Kenosha Running Company is the trail shoe running headquarters of Southeast Wisconsin. You are welcome to take our shoes for a run on our over 2+ acres to make sure you get a great fit.

**When you purchase a regularly-priced pair of trail shoes, you will receive a**

**FREE ENTRY**

**into one of our upcoming events**

*(excludes the WolfPack Trail Run)*

Upcoming area event

**SAVE THE DATE...**

**CONNECTING COMMUNITIES  
FOR A CURE**



**SATURDAY  
SEPTEMBER 28**

**Starts at 9:00 a.m.**

**WATCH FOR UPCOMING  
SIGNUP INFORMATION.**

**LOCATION:**

**Integrity Celebrations  
Event & Banquet Facility  
2789 Browns Lake Dr., Burlington**

*5K Run/Walk event is in conjunction with the  
KIWANIS PANCAKE BREAKFAST & CARNIVAL FOR A CURE*

**PROCEEDS FROM THIS EVENT WILL BENEFIT...**

**Cancer Patients of Aurora Cancer Care in Burlington**

**SPONSORED BY:**



[www.integrityfamilies.net](http://www.integrityfamilies.net)  
[www.integrityfunerals.net](http://www.integrityfunerals.net)  
**262.514.4600**

# Upcoming area events



**SEPTEMBER 14-15, 2019**  
**WISCONSIN**  
**KETTLE MORAINE STATE FOREST**



An ideal course layout for elite speedsters and those taking their first strides in the world of ultra trail running, The Endurance Challenge Wisconsin course is run-able from start to finish, provided that you've trained properly. A large portion of the course takes place on the renowned Ice Age Trail located 60 miles southeast of Madison in the southern reaches of the picturesque Kettle Moraine State Park.

The Course: The forested area, massaged by monstrous glaciers many millennium ago, contains wake-up-call hill climbs of 200-300 feet and enough undulating terrain to challenge even those granite-legged mountain runners. Overall, the soft, forgiving course is primarily single-track peppered with slightly wider, equestrian sections.

Discount Code: **KENOSHA20** for 20% off any race distance.

Register Today:

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



## **The Most Scenic 50-Mile Run in the Midwest!**

**Saturday, October 26, 2019 • Door County, Wisconsin**  
Register today at: [www.fall50.com](http://www.fall50.com)

**In mid-to-late October, the fall colors explode across the landscape of Door County and what better way to enjoy them than with a 50-Mile Solo Run?**

The 14th annual Fall 50 Solo is a point-to-point road ultra that traces a route from Gills Rock at the tip of the Door peninsula all the way to Sturgeon Bay. Along the way, you'll encounter gently rolling hills, scenic water views, wooded landscapes, and the charming towns of Door County - all against a backdrop of fall color and crazy relay teams. This is a great race with 50-Mile PR potential!

**This year we have a lot of exciting changes in store for the Fall 50 Solo, including:**

- **NEW 12-Hour Time Limit**
- **Solo-Only Finish Line Tent**
- **Dedicated Finish Line Food for Solo Runners**
- **Massages and More!**

Run in conjunction with the Fall 50 Relay, the Fall 50 Solo offers you the opportunity to experience Door County in a way you've never experienced it before! Afterwards, stick around for our EPIC finish line party, complete with all-you-can-eat pizza, beer, wine, and soda. You don't want to miss it!

# Upcoming area event



Bark 'N Brew will have hours of entertainment for owners and their dogs. The Milwaukee County Police Department's K9 Unit will be on site hosting demonstrations on how their hounds put their noses to work. Dogs can compete for distance and height in the Ultimate Air Dog Competition, where dogs will race down a dock and leap into a 20,000 gallon pool. All competition dogs are encouraged to pre-register at [UltimateAirDogs.com](http://UltimateAirDogs.com). Beginners are welcome to sign up on site the day of the event.

Bark 'N Brew will feature The Bark Place Food Court with food from Davian's and La Masa Empanada Bar with a variety of craft beers from Lagunitas Brewing Company, Good City Brewing Company, and Founders Brewing Company.

At the main stage area, attendees and their dogs will be able to participate and win prizes in various contests like Best Trick, a Dog and Owner Look-Alike contest, an 80's Costume Contest, Best Kisser, and the Furminator (biggest hair-ball). Participants can sign up for contests next to the stage the day of the event. Exhibitors will be on site to educate pet owners on pet nutrition, obedience training, pet care, and grooming and there will be vendors showcasing the latest fashions and pet products that you won't find in stores.

Bark 'N Brew admission is free and a portion of the proceeds from food and beverage sales will benefit Friends of MADACC (Milwaukee Area Domestic Animal Control Commission,) a local nonprofit organization. In addition, Schlossmann Subaru City is donating \$25 for every new Subaru sold between Saturday, August 26 and Monday, September 4 to the organization.

Bark 'N Brew is a rain or shine event. Dogs must be on a leash and be current with vaccines. There will be an off-leash area for dogs to run and play.

## Schedule SATURDAY

- 11:00 am – Ultimate Air Dogs Splash 1
- 12:00 pm – K9 Crew
- 12:30 pm – Costume Contest
- 12:45 pm – Look-A-Like Contest
- 1:00 pm – Ultimate Air Dogs Splash 2
- 2:00 pm – K9 Crew
- 2:30 pm – Furminator Contest
- 2:45 pm – Best Kisser Contest
- 3:00 pm – Ultimate Air Dogs Splash 3
- 3:30 pm – Best Trick Contest
- 4:00 pm – K9 Crew
- 4:30 pm – Wiener Dog Race
- 5:00 pm – Ultimate Air Dogs Fetch It

## SUNDAY

- 11:00 am – Ultimate Air Dogs Splash 1
- 12:00 pm – K9 Crew
- 12:30 pm – Costume Contest
- 12:45 pm – Look-A-Like Contest
- 1:00 pm – Ultimate Air Dogs Splash 2
- 2:00 pm – K9 Crew
- 2:00 pm – Ultimate Air Dogs Chase It
- 2:30 pm – Furminator Contest
- 2:45 pm – Best Kisser Contest
- 3:00 pm – Best Trick Contest
- 4:00 pm – K9 Crew
- 4:00 pm – Ultimate Air Dogs Finals
- 4:30 pm – Pug Run

# NO DISTANCE IS TOO FAR TO SAVE A CHILD



Join our marathon team and transform the life of an abused child in Chicago.

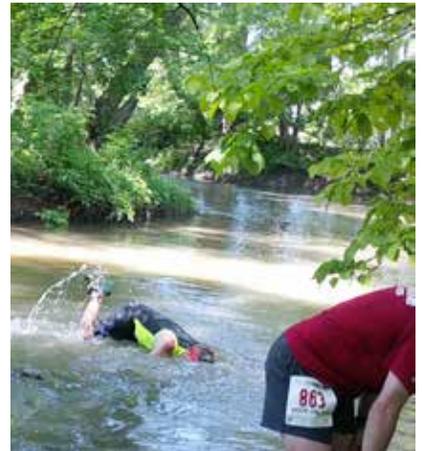
## Heroes Team Benefits:

- VIP race-day experience
- Free training
- Pre-race pasta dinner
- Fundraising support
- Heroes team gear
- Cheer section near mile 17



Visit [MercyHome.org/Marathon](https://www.MercyHome.org/Marathon)  
For a limited time, get a **FREE** guaranteed race entry  
and registration with code **KENOSHAFREE**

# A look back...



*Click to see more trail & river action...*

# Half Marathon & 5K Training Program



## Real Racine Half Marathon & 5K

PROUDLY SPONSORED BY KENOSHA RUNNING COMPANY, INC.

**Kenosha Running Company is excited to be involved in the first Annual Real Racine Half Marathon & 5K on September 28 & 29**

### Real Racine Half Marathon & 5K Training Programs

Looking to run your first 5K or Half Marathon or perhaps a new PR? If yes, then we have an ideal program for you! Starting the week of June 23rd, and continuing through the week of the event, we will be developing a personalized program in a group setting.

#### OUR PERSONALIZED GROUP PROGRAM INCLUDES:

1. Running form evaluation.
2. Dynamic warmup drills to increase your strength, stability, range of motion, and improved running form.
3. Customized work outs based on your current level of fitness and race day goals.
4. Core development, proper foam rolling and stretching.
5. Once a week group workouts.
6. Access by phone, text and email through out the training process.
7. Discount of 25% on all regular priced shoes.

Questions or interested in being a pacer, call Brian Thomas at 262-925-0300 or email [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com).

**READY TO SIGN UP?** Visit [www.KenoshaRunningCompany.com](http://www.KenoshaRunningCompany.com) or stop by Kenosha Running Company, 1706 - 22nd Ave., Kenosha, WI 53140

**For more information on the Real Racine Half Marathon & 5K**  
<https://www.racinehalfmarathon.com/>

# Irony at its finest ???

Send us your classic photos... [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com) or [stephaniez@kenosharunningcompany.com](mailto:stephaniez@kenosharunningcompany.com)



# Become a part of a team...

## Be a part of the SUMMER RUNNING TAILGATE PARTY of the Midwest!

This ultra-relay event has each team running 33 laps of the nationally known 5K cross country course. Not everyone has to run the same number of loops, but everyone does have to have a great time! Want to be a part of our team (the XC Bandits)? We would love to have you join us.



*Here is the information you need to sign up online...*

To register, simply visit <https://www.raceentry.com/races/hil100py-relay/2019/register> and click on the OPEN DIVISION Team Register Teammate button. Find and select the TEAM NAME... XC Bandits and enter the password... KRC19. Complete the rest of the registration. Congratulations, you are now signed up for our XC Bandits Hilloopy Team!

## Where to find Kenosha Running Company?

Kenosha Running Company is proud to be a part of the community. Here are a few places you can join us during the next month. We hope to see you there...

07/04/19	Somers Parade Mile	Somers Post Office, Somers, WI	1:15 p.m. - 3 p.m.
07/26/19	Hilloopy/Hot Hilly Hairy Packet Pickup	UW-Parkside XC Course, Kenosha, WI	4 p.m. - 8 p.m.
07/27/19	Hilloopy/Hot Hilly Hairy Packet Pickup	UW-Parkside XC Course, Kenosha, WI	all day
08/03/19	Border Wars 5K	Kenosha Public Museum, Kenosha, WI	12:30 p.m. - 6 p.m.
08/04/19	Tri My Best Triathlon	Kenosha YMCA	8 a.m. - 3 p.m.

Please contact us a (262) 925-0300 or [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com) for more information on any of these listed events.



[Click here](#) for the XC Thrilloogy  
Running/Walking/CaniCross  
2019 Schedule!

# Volunteer opportunity



## BECOME A VOLUNTEER COACH!

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Join Great Lakes Adaptive Sports Association's Track and Field team! Assist in coaching track and field athletes who have a physical or visual disability. Knowledge of track or field is preferred. Contact Cindy Housner, [chousner@glasa.org](mailto:chousner@glasa.org) or 847-283-0908.

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# Special promotional deals



## Military Program continues in 2019

In 2018, we started a program to express our appreciation and to honor our Military Veterans, Active Duty, Reserves, and Spouses by extending an invitation to enter our events for FREE with our gratitude. Based on the success of this program last year, we will be continuing this program in 2019 and beyond.

Many of you have contributed to this program when you sign up for our events, and it is very much appreciated. We were able to extend over \$5,000 worth of entries and we had donations of close to \$700. In addition to continuing this program, we want to grow it!

I am looking for those that are connected to different military groups that we can reach out to and that you can personally invite. We are also looking for financial supporters whether individuals or companies to assist in making this program maintainable and sustainable for the long term.

If you feel moved to assist in growing the program in the ways I have referenced or in other ways, please share them... email [briant@kenossharunningcompany.com](mailto:briant@kenossharunningcompany.com) or call 262-925-0300.

## Let's celebrate your birthday!!

We currently have an event in almost every month of the year (May is still work in progress!) and we will be launching a new fun program for 2019.

If you have a birthday in the month of one our events, you can run for FREE... provided you get at least five friends to join in running or walking our event. These friends need to sign up online or at our store prior to the event and pay the normal entry fee. When they sign up online, we have a question that asks are you running for a Charity... your friend should put in your first name and date of your birthday, for example Brian420.

If you wish to participate in this program, email [Stephaniez@kenossharunningcompany.com](mailto:Stephaniez@kenossharunningcompany.com) with the charity code you are sharing with your friends and your name. Once we have at least five entries using that code, we will give you an online code to allow you to sign up for free... it's that easy!

Let us know if you have any questions or if you are ready to start planning your birthday run with us.



# Personal & group coaching...



Kenosha Running Company has formed Group Running Programs for all ages and abilities. We are also expanding our personal coaching program and welcoming all abilities and experience levels. Whether you are wanting to run your first 5K or set a new PR at any distance, or get more comfortable running on trails we will be able to guide you along.

## GENERAL OVERVIEW OF OUR PROGRAMS:

- Evaluation of running form.
- Cardio development through personalized workouts.
- Training schedules prepared for general running and to achieve peak performance for a given date and distance.
- Core development.
- Dynamic warm-up.
- Evaluation of range of motion, stability, strength and flexibility.
- Weekly and bi-weekly group and individual work outs.
- Fees based upon level of assistance you are requesting.

\*\* Trail Running preparation\*\*

**We will have a group specifically for the Wisconsin Marathon – Half Marathon – 5k held on May 4th.**

*Coaching services developed and managed by:*

*Jim Heiring – Three Olympian in Racewalking and very well established Road and Trail runner.*

*Brian Thomas – High School Cross Country & Track Coach, personal & running program coach and runner for the past 44 years.*

To learn more about our program, call 262-652-8660 or email [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)

# If he is a hero, she is an angel!!

I hope I never have to face such circumstances as I do not know how I would gather the courage to face each day. Perhaps you are not facing such a difficult life changing event, but facing personal difficulties all the same. Perhaps you can gain strength to see through your challenge.

If you have to be the hero, then be the hero... If you need to be the angel, then know your hero will be forever thankful. We are thankful for all our heroes, as our small thank you... all of our trail events are FREE with our thanks to our Active Duty, Veterans, Reserves and Spouses.

Contact [StephanieZ@KenoshaRunningCompany.com](mailto:StephanieZ@KenoshaRunningCompany.com) for more info.



# Special offers from Kenosha Running Company

## New KICKS for all your running TRICKS

We are so excited to have some of the newest 361° shoes for you to try and (of course) purchase!

### Strata 3

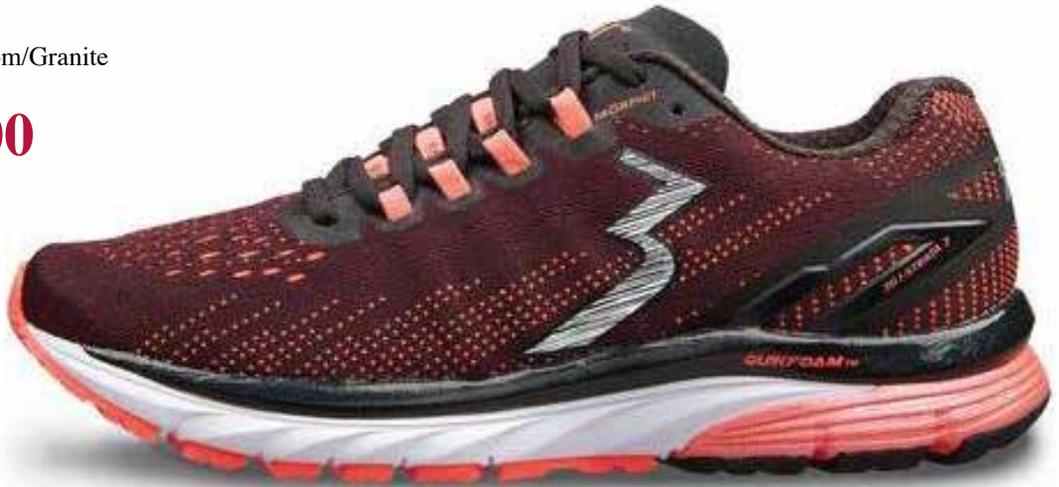
Newly arrived is the Strata 3 in both men's and women's styles. This high mileage stability trainer is designed to provide protective comfort and support mile after mile. The seamless mesh provides breath-ability and the internal webbing keeps your foot secure for whatever distance you run.

Men's in Black/Jolt

Women's in Oyster Mushroom/Granite

8 mm drop

**Only \$150.00**



### Meraki 2

The Meraki 2 is the perfect update to the efficient mid to high mileage trainer. The mesh upper is seamless and lighter creating a breathable fit. Powered by a QU!KFOAM mid-sole, your run will have excellent cushioning and a smooth comfortable ride.

Men's in Ebony/Sleet

Women's special order only

9mm drop

**Only \$130.00**



### Bio-Speed 2

Cross training. Either love it or hate it, but we need to do it. New shoes make it more fun. The Bio-Speed 2 is the perfect shoe for those days in the gym. This low profile lightweight training shoe is designed to provide the correct support and traction for your burpees or mountain climbers.

Men's special order only

Women's in Black/Ebony

9mm drop

**Only \$110.00**



Stop by the Kenosha Running Company store to check out any of these great deals, plus much more...

(1706 - 22nd Avenue, Kenosha, WI) Questions? Call 262-925-0300 or email: [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)

# Special offers from Kenosha Running Company

## A Summer Night is a Running Delight!

The summer months are always packed with things you must get done, need to get done, and want to get done. Sometimes, there is no time to get in your training except for the early mornings or late at night. And, even without those commitments, the heat and humidity often leaves us no choice but to lace up when it's dark. Kenosha Running Company has these and many other lighting options to keep you safe while running. Stop by and SEE all of what we have to offer.

### SEE

The Bindi is one of Petzl's newest headlamp options. Designed for everyday athletic activities, this minimal headlamp has 200 lumens and is rechargeable via a micro USB port. Reflective thread makes you visible under any conditions.

**Only \$59.95**



### BE SEEN

The Noxgear Tracer 360 Visibility Vest uses full spectrum specially designed illumination modes and high quality 3M reflective material to keep you highly visible. Wear this comfortable vest over your t shirt and hit the roads with LED and fiber optic technology and visual science to make you stand out like never before.

**Only \$69.95**



## Keepin' it Cool!!!

At the Coureurs de Bois, we debuted our newest Kenosha Running Company running essential, the KRCo Cooling Towel. This lightweight towel should be a part of any runner's tool bag. A cooling towel provides additional heat protection by enhancing the body's natural cooling process. When activated with water it cools to 30 degrees below average body temperature. The activation steps cannot be any easier!

- Thoroughly wet the towel – any water temperature will do!
- Wring out the excess water – no need for drips
- Snap the towel – two or three snaps and you are ready to be a cool cat!
- Wear it around your neck to keep you cool (and stylish)

The KRCo Cooling Towel features anti-microbial fabric material so that bacteria do not accumulate within the threads of towel from repetitive usage. Missed your chance to get one as your swag at the Coureurs de Bois? No worries, you can purchase one at the boutique.



Stop by the Kenosha Running Company store to check out any of these great deals, plus much more...

(1706 - 22nd Avenue, Kenosha, WI) Questions? Call 262-925-0300 or email: [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)

# XC Thrillology product & gear



# store

**Online -or- Brick & Mortar**

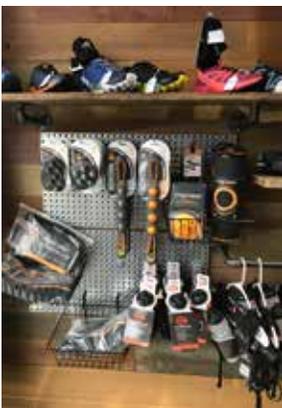
Where and when you need...

**Online Store**

<http://www.krco.mybigcommerce.com>

**Specialty Destination**

1706 - 22nd Avenue, Kenosha, WI





# THRILLOGY

# 2019-2020 TRAIL & PARADE RUNNING & WALKING SERIES

The XC Thrilllogy Trail Series is entering the fifth year of holding trail events and is the largest trail series in the state of Wisconsin. We welcome walkers and runners of all abilities, and our focus is on making our events friendly in all regards. Our events proudly offer a variety of distances on varying trails throughout six select locations. If you are looking for ultra distances or relays, or perhaps a fun parade run, then we have you covered. We are proud to work with numerous charities throughout the year and continue our tradition of our events being free for all military veterans, active duty, and their spouses.

<p>January 2020</p>	<p>June 2020</p>	<p>Saturday, Aug. 10, 2019</p>	<p><b>Veteran's Day Run</b></p> <p>Saturday, Nov. 9, 2019</p>
<p>February 2020</p>	<p>Thursday, July 4, 2019</p>	<p>Sunday, Sept. 22, 2019</p>	<p>Saturday, Dec. 7, 2019</p>
<p>March 2020</p>	<p>Saturday, July 27, 2019</p>	<p>Sunday, Oct. 20, 2019</p>	<p><b>LOCATIONS:</b></p> <ul style="list-style-type: none"> <li>Bristol Woods County Park, Bristol, WI</li> <li>Lake Geneva Canopy Tours, Lake Geneva, WI</li> <li>Borg State Recreation Area, Kansasville, WI</li> <li>Petrifying Springs Park, Kenosha, WI</li> <li>UW-Parkside XC Course, Kenosha, WI</li> <li>Silver Lake Park, Salem Lakes, WI</li> <li>UW-Parkside Campus, Kenosha, WI</li> </ul>
<p>April 2020</p>	<p>Saturday, July 27, 2019</p>	<p>Saturday, Nov. 23, 2019</p>	