



XC Thrillology Newsletter

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

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Welcome to April...

that means ultra distances on the trails and marathons on the roads coming up soon for many of you. I do hope your training is going well and the crappy March weather has not held you back.

April and May are the two months out of the year that we do not host any trail events, this is a result of me coaching high school track. It is simply too busy to add anything else to my agenda, but during this time we are planning and developing the remaining "14" events on our calendar, evaluating hosting a National Championship CaniCross event in November, Wisconsin Middle School State Cross Country Meet in October and making plans to open the first ever Running Store in Kenosha. So yes, we are busy! I am also looking for a part-time marketing person to assist me as well, so if you or you know of someone who might be interested in the world of trail events and running store adventures, contact me at briant@kenosharunningcompany.com or call 262-925-0300.

I am looking forward to the start of our summer events kicking things off June 10th with the Third Annual Coureurs de Bois Trail Run & Relay, followed by our Summer Trail Series on six Wednesday nights throughout the summer, July 29th the Hilloopy & Hot Hilly Hairy, and in August is the Free Running Trail Run & Beach Party. We do have a great summer of running, walking, and dog-friendly events planned for you. Time to start marking your calendar!!!

Between now and June 10th, hope to see you at some of the events I will be running and attending.

Running it is just a way of life.

Brian

Briant@kenosharunningcompany.com
262-925-0300

Upcoming events...

- **Wisconsin Marathon, Half Marathon & 5K**
Saturday, May 6, 2017
Kenosha, WI
- **Bunk House Trail Runs**
50K 30K 10K
May 28, 2017
Eagle, WI
- **Coureurs de bois Trail Run & Relay**
Saturday, June 10
Petrifying Springs Park
Kenosha, WI
- **Summer Trail Running Series**
June 14 & 28
July 12 & 26
August 2 & 9
- **Ahnapee Summer Solstice Ultra Run**
Saturday, June 24
Sturgeon Bay, WI
- **Hot Hilly Hairy**
Saturday, July 29
Kenosha, WI
- **Hilloopy 100+ Relay**
Saturday, July 29
Kenosha, WI
- **Running Free Trail Run & Beach Party**
Sunday, Aug. 20
Silver Lake, WI
- **Oktoberfest 5K+**
Saturday, Sept. 9
Paddock Lake, WI



Ultra Solo and Relay



**Saturday,
July 29, 2017**

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

[CLICK FOR MORE INFO](#)

[CLICK TO SIGN-UP](#)

NEW 2017 Running Distances:

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

SWAG:



for women



for men





Saturday, July 29, 2017

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

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

Sign up your Hilloopy Team NOW!!!

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

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

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

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

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

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

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

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

Click here...

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

*Click on the Register teammate
in the open division category.*

*Search for XCBandits in the
team drop down menu*

Enter the password Bandits

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



Saturday, September 30, 2017

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

Saturday, December 9, 2017

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

REGISTER TODAY!!

We put the tails on the trails!!

Kenosha Running Company has made a commitment to host CaniCross events in 2017. These events will be dedicated to dogs/owners only and the distances will be approximately 3-4 miles. All of our trail events are dog friendly, so if you prefer to walk with your dog or run a farther distance you are welcome to sign up for the regular trail events as well. All of our events are held in Kenosha County, WI, the far southeast corner of the state, about 5 miles north of Chicago and 25 miles south of Milwaukee. The CaniCross events will be held at three different county parks on dirt, groomed and grass trails. There are some single track trails, with some roots, rocks and an optional river crossing for two of the events. Our trail events are very laid back, we generally have bonfires, always good food, beer, soda, etc. waiting at the finish for everyone. I am not big into awards, but will find unique and personal ways to recognize many that attend and make everyone feel welcome.

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

We are also in the planning stages of developing and hosting a

**NATIONAL CHAMPIONSHIP
CANICROSS EVENT**

the first weekend in November. There would be numerous races, different distances, several divisions and I certainly need your input on this type of event.

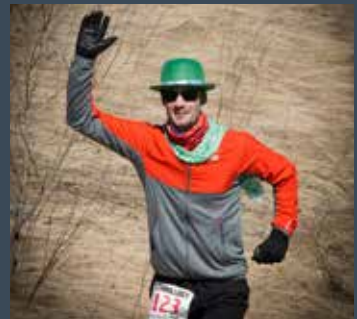


PET RUNNING GEAR:

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



Hills Are Alive & CaniCross Review



[Click here for more photos.](#)

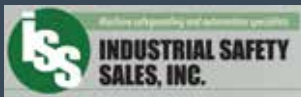


We are actively looking to sponsor other Trail Running or Walking Events...

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

Interested in promoting your event with us?

Our newsletter goes out on a monthly bases and reaches over 6,000 runners, coaches, race directors, walkers and those just like you. Contact Stephanie at 262-925-0300.



XC Thrilllogy Event Sponsors:

Become a Sponsor... you will find our sponsorship program unique in many ways, and we are open to discussing your ideas and creating just the right fit for your products and services. We look forward to working with you and developing a mutually beneficial relationship. Please feel free to e-mail briant@kenosharunningcompany.com or call 262-925-0300

Fido approved products

We all know that running with our dog presents different challenges than running by ourselves. (Hopefully, you never run off the trail to chase a squirrel!) Running with a dog also means that we need to not only be aware of your own hydration and nutrition needs, but your dog's as well. Orange Mud has a variety of products that will make running with your four legged friend a great experience for you both. Just as you get thirsty (and sometimes hungry) while you run, your dog does as well. The [Orange Mud HydraQuiver Vest Pack 2](#) is the perfect choice for running with your pooch. The vest holds two water bottles so you each can have your own. The two expandable front pockets make it easy to hold treats so you can reward both of you for a job well done.



There are other Orange Mud products that make running with your dog a breeze. I know that when I walk my dog on the trail, I always grab a beach towel because muddy/wet paw prints are only cute on the paths. The [Transition & Seat Wrap](#) is perfect to protect your car on the way home. The zip on hoodie keeps the wrap from sliding off your dog's seat when he jumps in for the ride home and the paw prints are left on the trail.

To order these or to see other fantastic products, visit Orange Mud http://www.orange-mud.com/#_1_6s. Fido would approve! Kenosha Running Company is a proud affiliate of Orange Mud. Please click this link http://www.orangemud.com/#_1_6s to visit Orange Mud and get your gear for the year!

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

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

It is used to shield the nipples from the abrasive texture of your clothing as you exercise or run for long periods of time. Also, men and women who like to wear clingy or lightweight clothing without drawing 'extra' attention, use NipEAZE to conceal their nipples. NipEAZE is a proud sponsor of our XCThrillogy events and is offering a 15% discount on purchases through their website. Please visit <http://nipeaze.com/> and enter the promo code **TRAILRUN2017** to receive your discount.



XC Thrilllogy sponsor: Miller Sports & Wellness

How Long After an Injury Should I Wait to Get Care from a Professional?

Unless your injury is truly minor and will heal completely by itself in 2-4 days, the answer is almost always- DON'T WAIT! Evaluating an injury quickly reduces the severity of the injury and speeds healing, and in addition – it saves you money! Here's why: Inflammation. What's Really Wrong? Pain Cycles. Compensations.

Injury and Inflammation: 101

When you have any type of injury, some cells are broken open and damaged. This damage releases chemical messengers into the body and to the brain to “send reinforcements” to begin healing the area. Some of these chemical messengers are toxic and irritating- they irritate nerve endings causing pain and can irritate or damage the surrounding tissues. This is a process known as inflammation. Bruising, swelling, pain, redness and heat are all signs that inflammation is occurring.

Overall inflammation is a good thing. It causes nutrients, oxygen, blood and building blocks for new tissue to be sent to the area. The problem is controlling this inflammation.

Secondary Damage

The body goes into hyper drive! As all of these new products are sent to the area, the lymphatic system (the structures that work like sewers to drain away the “waste” and damaged tissue) can't keep up. You get one huge traffic jam. As congestion builds, pressure builds up and begins causing damage to the surrounding tissue (this is combined with irritation and damage still occurring from those previously released chemicals). As this damage occurs, more chemical messengers are released. Snowball!

REASON #1: Stop the inflammation and prevent Secondary Damage.

This is the premise behind RICE: Rest, Ice, Compress, and Elevate. These are very important to quickly control the inflammation and reduce the secondary damage!

There are also many additional treatment options to reduce inflammation quickly. Kinesiotape, electrical stimulation, lymphatic massage, ART....the list could go on and on. The sooner we address a problem, the less inflammation is allowed to persist. Decreasing inflammation means decreasing secondary damage. Decreasing secondary damage means actually reducing how severe the injury could have been....Following?

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



**Dr. Therese Miller, DC,
ART, CKTP, CPT, HES**
www.millerswc.com
drtmiller@millerswx.com

Dr. Therese Miller, D.C., believes passionately about changing the expectations of patients toward their healthcare. Providing a fusion of chiropractic medicine, corrective exercise and manual therapies, she currently holds additional training in 9 techniques. Since 2013, she has held the prestigious “Elite Provider” certification through Active Release Techniques® and is working to complete her Diplomate in Rehab. Dr. Miller has built Miller Sports & Wellness as a leading resource for athletes and patients looking for long-term, pain-free living.



Use the
XC Thrilllogy
promo code...
XCTPROMO17 for
\$5 off at
www.wisconsinmarathon.com

**Annual Wisconsin
Marathon,
Half Marathon & 5K
The weather is
perfect for training!**

Hit your goals along Lake Michigan this spring at the WISCONSIN MARATHON, HALF MARATHON, & 5K

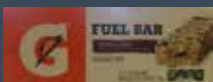
- Fast courses with beautiful scenery along the lake.
- Just over the Wisconsin border with pre-race packet pick-up available in Deerfield.
- Brats and beer for all!
- Gender specific tech shirts for all distances.
- Plenty of cheesy fun!

Race is Saturday, May 6th in Kenosha, WI. Race fees increase on March 16th so register today at www.wisconsinmarathon.com.

XC Thrilllogy Swag for Sale

String Bag	\$8.00
Large Red Duffle 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



- June 14th – Bristol Woods**
(Pringle Nature Center)
- June 28th – KD County Park**
- July 12th – Fox River Park**
- July 26th – Silver Lake Park**
- August 2nd – Brighton Dale**
- August 9th – Petrifying Springs**

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

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

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

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

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

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

PLANNING ON RUNNING FOR A CHARITY IN 2017?

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

Here is how it works for Charity Runners:

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

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

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

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

XC Thrilllogy STORE is open!!



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 “Rundraising” Program

WELCOMES:



Associated with a charity that would like to enhance awareness or have a fundraiser? Our program would be a great fit. If you are a runner or walker and raising money for a charity, you can use our events for your cause. Contact Stephanie Zuehls at stephaniez@kenosharunningcompany.com or call 262-925-0300



Saturday, June 10 at 9:30 a.m.

Petrifying Springs County Park, Kenosha, WI

4 or 8 mile walk • 8, 12 or 16 mile run • 16 mile 2-person relay

REGISTER NOW!!

Petrifying Springs County Park in Kenosha, WI, is the location and provides perhaps the best trails along the Pike River. This is an ideal trail running and walking event for the more adventure-minded runners and walkers. You will encounter single track trails, groomed trails, up and down hills, and, if the Pike River cooperates, a river crossing (the water at the crossing points is typically less than 12 inches deep). Coureurs de Bois (which means to run in the woods) offers four different distances for runners; 4 miles, 8 miles, 12 miles and 16 miles and two different distance for walkers; 4 miles and 8 miles. Runners can also run the 16 miles as a two person relay, alternating the 4 mile loop. This is a dog friendly event! We started a tradition last year of serving crepes and other great food, beer and soda and will continue that tradition!





NorthFace Endurance Challenge

Kettle Moraine State Forest

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

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

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

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

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

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

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



Scarpa Introduces the SPIN!!!!

Quote from TrailPeaks.com:

The Scarpa Spin looks like an absolute screamer for mountain runs. At 8.9oz and a 4mm drop, this Spin is going to run fast.

The Spin comes with a full length rockplate and a Vibram Megagrip outsole.



The "SPIN" can be purchased at our office in Kenosha, 4112 Sheridan Rd. Call for business hours: 262-925-0300. Questions or to place your order, e-mail briant@kenosharunningcompany.com

XC Thrilllogy events!

www.XCThrilllogy.com



January 2018
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 2018
Bristol Woods Park
Bristol, WI

FEBRUARY

Low key trail run. BYOSS (bring your own stuff to share!). Trails will be well marked, one aid station and enclosed area but will have a shelter and a couple small fires. Family-friendly, walker-friendly and snow shoe friendly event, conditions permitting. 4.5 miles and 14 miles officially, but run/walk/snow shoe as much as you like just check in after official distance is completed.



March 2018
KD Park
Burlington, WI

MARCH

A unique trail running and walking event. We use the outer 2.5 mile loop, which includes great views of the lake and takes you on well-maintained trails. This course is very welcoming to newbie trail runners and walkers and to those wanting to challenge trail running abilities. Choose from the 8 or 5.5 mile running event or 5.5 or 3 mile walking event.



June 10, 2017
Petrifying Springs Park
Kenosha, WI

JUNE

An ideal trail running and walking event for the adventure-minded runners and walkers. If choosing to run the relay... you will have a two person relay totaling 16 miles, each runner alternating running 4 miles. Non-relay runners can select between the 16 mile, 12 mile or 8 mile event and walkers can select either the 8 mile or 4 mile event.



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 20, 2017
Silver Lake Park
Silver Lake, WI

AUGUST

You are invited to this unique summer running event. We will start and finish at the Beach on Wolf Lake. You can run/walk as an individual or as a two-person relay for 5m (individual only distance), 10m, 15m or 20m (15 & 20 miles are run only events). Good food, craft beer, craft soda, music, creative swag, beach fun and amazing trail loving runners/walkers. We encourage everyone to wear blue to support our Law Enforcement Officers.



September 9, 2017
Old Settlers Park
Paddock Lake, WI

SEPTEMBER

Join the Kenosha County Parks Department and Kenosha County Executive Jim Kreuser in celebrating Oktoberfest with a family-friendly morning run/walk and enjoy the scenic neighborhood surrounding Paddock Lake. The start and finish will take place at Old Settlers Park. We encourage you to dress in Oktoberfest theme to add a little fun and bring a few like-minded friends and family.



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

OCTOBER

Starting like a cross country meet, you will then experience single track, rocks, roots, water and hills, while encountering paved bike paths, golf course, groomed trails and rugged trails, possibly crossing the Pike River throughout the 6.4 miles. The Trail Walk (3.5 mile) will follow the same trail as the runners for about 1 mile, you will then be on some of the best walking trails in SE Wisconsin.



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

NOVEMBER

The Richard Bong Recreational Area, Kansasville, WI is the home for the Wolfpack Trail Run. The 14 mile loop will include prairie, woods, hills and scenic lake views on a well marked and supported course. You can select between 14 miles (9 am start), 28 miles (8 am start) and 42 miles (7 am start). The 14 mile event is walker-friendly as well. We will also have 4 mile trail run/walk that starts at 10 am.



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

DECEMBER

The Hateya Trail Run (approx. 6.4 miles) and Walk (approx. 3.5 miles) will take you on adventurous trails in Petrifying Springs Park. The finish is at Shelter One where everyone can enjoy the great food, drinks and a bonfire to warm up at. The run will start with a cross country style start, before you head into the woods in which you will encounter some single track trails, rocks, roots, nasty hills, and possibly snow.