



XC Thrillology Newsletter

In this issue...

- Welcome & Thank You
- Gift Certificates
- Hilloopy
- Running Free
Trail Run & Beach Party
- Hot Hilly Hairy
- Partnership Events
- Upcoming Running Events
- Wolf Lake Trail Run
- North Face Endurance
- XCT Rundraising Program
- We Need Your Involvement
- County Executive 5K
- Summer Running/Walking Program
- XC Thrillology Event Sponsors
- Wolf Pack Trail Run/Relay
- XC Thrillology 2016 Events

XC Thrillology Gift Certificates!

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

[Check them out today!!](#)

WELCOME & THANK YOU...

for supporting our passion to share the trail running and walking experience to so many in NE IL and SE WI.

We are fast approaching the end of our second full year of developing and managing trail events in Kenosha County (WI). It occurred to me as I am preparing for this newsletter, that I have not really introduced myself in a public way, but only to those that have attended our events or to a few via social media or attended a group trail run. Making new friendships has been an unexpected blessing and thank you to each of you that I now consider friends.

As our events have grown in the number of runners and walkers, I still do my best to meet those that are new to our events and say hello to all those that have made our events a fixture on their calendar. Please know I want to get to know each of you, so please come and introduce yourself and bring me a beer at the same time!

Why have I selected the trails for our events? Nearly almost all running or walking events are on the roads or paved bike paths... well I grew up running on horse trails around my house (Dyer, IN) and honestly just ran outside everywhere as a kid. Running to a friend's house, running to a favorite fishing pond, running away from girls, running to catch up with buddies, running to get home on time to avoid getting in trouble, running with my dog and on and on... without knowing it running was becoming a way of life. In 1974, while attending Kahler Middle School, running started to become organized with 7th grade track and I have not stopped running since.

Over the years I have ran track, cross country, road races, marathons, ultras, decathlons, heptathlons, duathlons, triathlons, 200 mile+ relays, coached middle school track, coach high school XC & track currently and share my passion for the trails with you now through our events. As I started my running on the trails as a child in what could best be described as play... I am playing again decades later. The trails to me are like running free, go fast or go slow... walk or stop to capture a moment of seeing wildlife. If you have not found your "trail", then go find one and make it yours... along the way I hope will join us at one of our events.

I hope to see many of you on July 30th for the Hilloopy Relay and Hot Hilly Hairy.

Running it is just a way of life,
Brian Thomas

**Running Free
Trail Run and
Beach Party!!**



**Saturday, Aug. 13
10:30 a.m.**

Bong State Recreational Area
Kenosha (Kansasville), WI

This is a special invitation event only. To request a personalized invitation, please e-mail Stephanie at stephaniez@kenosharunningcompany.com

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).

This will be a very special event, that will be highlighted with good food, craft beer, craft soda, music, creative swag, beach fun and amazing trail loving runners/walkers. There will be awards, some embarrassing, others personal, some based on performance/effort and they will all be memorable. Non-running family members and friends are invited but there will be a "Guest Fee" (not everything is free!!). The State Park Daily Fee will be included in the entry fee if you do not already have a state park pass.

**There will be no
same day sign up.**

Be a part of the... XCT Secret Weapon Hilloopy Team!

We are forming teams for just someone like you!

Call 262-925-0300 or email stephaniez@kenosharunningcompany.com

All abilities are welcome for our XCT teams.

HILLOOPY

RELAY

Saturday, July 30

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



It's Time to Get Your Hilloopy On!!!

We have already exceeded the number of teams from 2015 and the time to join the running tailgate party of the summer is now! Your team will be running 33 loops on the Wayne E. Dannehl National 5K Cross Country Course on the campus of UW-Parkside, Kenosha, WI. Unlike so many point to point relays, we require no smelly vans! Find your way to Kenosha and you will need no other directions! Housing, directly across the street at UW-Parkside - yes dorm rooms!!!

Custom "running artwear," made by a group in Las Vegas that have mental and physical challenges, so they will also be unique in some way as well. Hilloopy T-shirts are guaranteed for all teams registered by June 20th. We now have made online entry much easier, captain registers and invites teammates to enter...

<https://www.raceentry.com/race-reviews/hilloopy-100-relay>

<http://www.xcthrilllogy.com/hilloopy.html>

Check out our Hilloopy 100+ Relay sponsors...

[CJW Distributors \(Beer!\),](#) [Miller Sports & Wellness](#) and [Hammer Nutrition.](#)





HOT HILLY HAIRY IS...
daring you...
tempting you...
double dog daring you!!!

*Time to embrace your "Ultra Side"
as a solo runner or as part of a relay.*

Saturday, July 30, 2016
85K - 50K - 30K - 20K - 10K

**85K (solo run or relay) – 50K (solo run/walk or relay) –
30K (solo run/walk or relay) – 20K (solo run/walk) – 10K (solo run/walk)**

Are you ready to Slay The Dragon?!??!

Perhaps your Dragon is one of the following distances: 10K, 20K, 30K, 50K or 85K
If you would like a running partner to battle the Dragon, then sign up as a relay.

This event is the "running tailgate party" of the Summer and is run in conjunction with the Hilloopy 100+ Relay on the Wayne E. Dannehl National 5K Cross Country Course on the campus of UW-Parkside in Kenosha, WI. You have the option to stay on campus, yes a dorm room!

This event will be timed for 20 hours, if you are not done at that point, you will be allowed to finish.

**We also have the most
unique swag of any ultra...
yes a tiara and crown**

For more information, visit
<http://www.xcthrilllogy.com/hot-hilly-hairy.html>

You need to sign up by June 20th, to guarantee your t-shirt.
Questions??? Call 262-925-0300 or email stephaniez@kenosharunningcompany.com

For more information and to sign up visit: www.XCThrilllogy.com

**We would like to welcome two new sponsors for the Hot Hilly Hairy:
CJW Distributors (Beer!), Miller Sports & Wellness
and Hammer Nutrition.**



2016
T-shirt
design



Upcoming events...

- **Hilloopy 100+ Relay**
Saturday, July 30, 2016
Kenosha, WI
- **Hot Hilly Hairy Ultra**
Saturday, July 30, 2016
Kenosha, WI
- **Mosquito Hill Endurance Runs**
Sunday, August 7, 2016
New London, WI
- **Running Free
Trail Run & Beach Party**
Saturday, August 13, 2016
Kenosha, WI
- **Sprint for Spina Bifida 2016**
Saturday, August 13, 2106
Wauwatosa, WI
- **County Executive 5K+**
Saturday, Sept. 10
Paddock Lake, WI
- **Wolf Lake Trail Run**
Sunday, Sept. 25
Kenosha, WI
- **Wolf Pack Trail Run/Relay**
Saturday, Nov. 12
Kenosha, WI

XC Thrilllogy Partnership Events

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

Fox Cities
Marathon & Half Marathon
September 16-18 Discount
code: KRUNCO16

The North Face
Endurance Challenge
15% off Discount Code: KRC15
Kettle Moraine State Park, WI
Sept. 17-18
Park City Mountain Resort,
Utah Sept. 24-25

The North Face Endurance Challenge Teams Up With Kenosha Running Company

Sept. 17-18, 2016
Kettle Moraine State Forest

DISTANCES:

Saturday, September 17:
50 Mile, 50k, Marathon
and Marathon Relay

Sunday, September 18:
Half Marathon, 10k and 5k
Have you decided to embrace the Challenge? If yes, use discount code KRC15 (case sensitive) for 15% off. If you would like training plan/guidance to ensure a successful event, we offer complete training and coaching services.

Contact Brian Thomas, briant@kenosharunningcompany.com or call 262-925-0300

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

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

For more information, including how to register, email: endurancechallenge@publicishawkeye.com

Need help...

If you like the format of our newsletter and our approach to trail running/walking and interested in promoting your event, running club or business, please contact us at 262-925-0300 and ask for Brian or Stephanie.

Wolf Lake Trail Run

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

We are proud to announce that we have partnered with [Bong Naturalist Association](http://www.bongnaturalistassociation.org) to present the

17th Annual Wolf Lake Trail Run. You will still enjoy the great traditions they have established over the years, but you will also experience some of the favorites from the XC Thrilllogy Trail events. New for this year will be a longer trail and two loops, making the course an estimated 4 miles for walkers and runners or 8 miles for runners. The traditional one mile hike is still on!

For more information visit <http://www.xcthrilllogy.com/wolf-lake-trail-run.html>. To learn more about BNA visit www.bongnaturalistassociation.org.

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



Division Awards



Swag

XC Thrilllogy "Rundraising" Program

WELCOMES:



If you are associated with a charity or good cause that would like to enhance their awareness and have an opportunity for a fundraiser, our program just might be a great fit. If you are a runner or walker and raising money for a charity through an upcoming event, you can use our events to raise money for your cause.

Contact Stephanie Zuehls at stephaniez@kenosharunningcompany.com or call 262-925-0300

County Executive 5K

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

Please join the Kenosha County Parks Department and Kenosha County Executive Jim Kreuser in celebrating Oktoberfest with a morning run/walk that will be family-friendly and enjoy the scenic neighborhood surrounding Paddock Lake.

The start and finish will take place at Old Settlers Park, 24100 75th St. (Hwy. 50), Salem, WI 53168. We encourage you to dress in Oktoberfest theme to add a little fun and bring a few like-minded friends and family. After you finished with your run/walk, you will enjoy great food, beer and other beverages. Then plan on staying and enjoy all the activities during Oktoberfest!!!

FAMILY PRICING!!!!

Individual Runners or Walkers:

\$23.00 (through Sept. 7, 2016)

Two People - Same Family:

\$42.00 (through Sept. 7, 2016)

Three or More People - Same Family:

\$53.00 (through Sept. 7, 2016)



Summer Running/Walking Program...



Need a little guidance or accountability to get where you want to be? Perhaps you have your sights on an upcoming event or simply want to get back to a level of fitness that suits you. Starting June 14th, join me for a summer running and walking program. Month of June, we will meet Tuesday, Wednesday & Thursday from 5:30-7:00pm at parking lot directly across from the UW-Parkside Cross Country Course. In July, we will meet Tuesday - Friday from 5:30 - 7:00pm and then the first two weeks of August, Monday - Friday 5:30-7:00pm.

For two months, you can count on a balanced work out for runners and walkers of all abilities. Our work outs start with a dynamic warm up, followed by the work out for the day (work outs are based on level of fitness & ability), core exercises and stretching. The fee is \$10.00 per week and must be paid in advance for 4 weeks or pay for the entire summer for only \$70.00. You will be running/walking on the bike path, Wayne E. Dannehl National Cross Country Course and the trails though Petrifying Springs County Park and along the Pike River. (Kenosha, WI)

Questions and to register, contact Brian at 262-925-0300 or email briant@kenosharunningcompany.com

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@kenosha-runningcompany.com or call 262-925-0300

XC Thrilllogy events!

www.XCThrilllogy.com



January 2017
KD Park
Burlington, WI

JANUARY

11:00am start. Low key trail run/walk. No set distance, log your miles with friends & fellow runners and record them when done. 3 hours to enjoy well marked trails in a treasure of a County Park. Heated indoor area to warm up, drink, eat and socialize. This is a dog friendly and snow shoe friendly event if conditions permit. This is a BYOS event (Bring Your Own Stuff!!)



February 2017
Bong State Recreational Area
Kenosha (Kansasville), WI

FEBRUARY

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



March 2017
KD Park
Burlington, WI

MARCH

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



June 2017
Petrifying Springs Park
Kenosha, WI

JUNE

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



Sat., July 30, 2016
UW-P National XC-Course, Kenosha, WI

JULY

This is perhaps the most unique summer running event in the Midwest as everyone sets up camp, enjoys the tailgate party-like environment, and a DJ playing your favorite tunes! The relay is 33 loops of the 5K XC course. Minimum of two runners per team and no maximum number of runners per team. We will not track individual runners loops only total team loops and our goal is to make sure you and your team have a great experience.



Sat., July 30, 2016
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.



Sat., Aug. 13, 2016
Bong State Recreational Area
Kenosha (Kansasville), WI

AUGUST

This is an invitation only event. To be invited you need to have run/walked or volunteered at one or more of our events in 2016. This will start and finish at the Beach on Wolfe 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.



Sat., Sept. 10, 2016
Old Settlers Park
Paddock Lake, WI

SEPTEMBER

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



Sat., Oct. 1, 2016
Petrifying Springs Park
Kenosha, WI

OCTOBER

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



Sat., Nov. 12, 2016
Bong State Recreational Area
Kenosha (Kansasville), WI

NOVEMBER

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



Sat., Dec. 10, 2016
Petrifying Springs Park
Kenosha, WI

DECEMBER

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