



www.XCThrillology.com



Kenosha Running Company

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

(262) 925-0300 -- Fax: (262) 652-1388

www.kenosharunningcompany.com -- briant@kenosharunningcompany.com

Issue #47 • February 2019



REGISTER

Boreas Trail Adventure

Sunday, Feb. 17

Bristol Woods Park,

Bristol, WI



Event alerts

- **Boreas Trail Adventure**
February 17 – Bristol, WI
- **Hills Are Alive Trail Run/Walk**
March 16 – Lake Geneva, WI
- **Shamrock Beer Run 5K**
March 23 – Milwaukee, WI
- **Meraki Trail Adventure / Dirty Dog Dare**
April 7 – Kansasville, WI
- **Virtual CaniCross Event**
April 13 or 14 –
location of your choice
- **Coueurs de bois Trail Run & Relay**
June 8 – Kenosha, WI
- **Hilloopy 100+ Relay**
July 27 – Kenosha, WI
- **Hot Hilly Hair**
July 27 – Kenosha, WI

Baby it's cold outside!!

As I am in the midst of writing, we have already reached our high temperature of the day “2” at 8:30 am, suppose to be -23 tonight and who knows what the wind chill factor will bring us. With all the social media, many of you post your frozen beards, eyelashes, frosted outerwear, up hills in the wind through knee-deep snow stories, and honestly it is fun to see the posts. Why do I have a feeling a couple years from now these stories will evolve like the big fish that got away kind of story? You know how you/we love to talk about PRs, challenging trails, etc.? Here is my challenge and offer...

Send me your best running story, could be all facts, loosely based on the facts, or completely of your imagination, but you have to be the main character in this story. Everyone who submits a story, will receive a free entry into one of our events. The story I like the best, that storyteller will receive a new pair trail shoes and a free entry.

Send your story and pictures to briant@kenosharunningcompany.com by February 11th. All stories will be shared in a special edition of the XCThrillology.com Newsletter...

So let the storytelling begin!!!

Running it is just a way of life,
Brian



Our next XCThrillogy event



Boreas Trail Adventure

Sunday, Jan. 17, 2019
Bristol Woods Park
Pringle Nature Center
Bristol, WI

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

Boreas, the Greek God of the North Wind and 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 XCThrillogy'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 two 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 2018/9 CaniCross Event Series. Canicross Athletes will run a timed 3 or 6 mile (approximate) loop. There will be an option to run more loops should you and your pup desire. Please note that CaniCross athletes start 15 minutes before the runners/walkers. CaniCross athletes start at 10:15 a.m. and the runners/walkers will start at 10:30 a.m.

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. XCThrillogy is offering RUNSURANCE on this event. If for any reason you are unable to attend the Boreas Trail Adventure, you can defer your entry to the next year's event, run a similar priced event, or get 80% of your entry fee refunded. Select RUNSURANCE as an option during registration if you are interested.

[Click here](#) for our
Running/Walking/CaniCross
2019 Schedule!

Upcoming XCThrillogy event

HILLS ARE ALIVE TRAIL RUN/WALK

Hills Are Alive Trail Run/Walk

Saturday, March 16, 2019
Lake Geneva Canopy Tours
Lake Geneva, WI

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

Check out the new location for this event...

Lake Geneva Canopy Tours/Arbor Trails is the new home of the Hills are Alive Trail Run and Walk. Every turn of this 3.25-mile trail loop will reveal new treasure. From the emerging wildflowers to surprising a deer or another critter, the beauty of this 100-acre property will spring clean your soul.

Individual distances for Hills include a 3.5, 6.5, 9.5 or 12.5 mile. There also is a 13.5 mile 2-person relay option.

This event is part of the 2018-9 CaniCross Event Series and offers 3.5 or 6.5-mile events. For the safety and comfort of all athletes, the CaniCross event will start 15 minutes prior to the start of the Run/Walk event. CaniCross athletes will start at 10:15 and Run/Walk athletes will start at 10:30 a.m.

Even though the location has changed, our traditional celebration remains the same with an Irish of feast corned beef, cabbage, and carrots and potatoes.

Hills Are Alive Trail Run/Walk the perfect kick-start to your spring training and the BEST way to celebrate St. Patrick's Day.

This event is perfect for all fitness levels and is dog-friendly for those not interested in participating in the CaniCross Event. Please note that this event is welcoming to all levels of CaniCross athletes and special equipment is not required. If you would like to test CaniCross equipment or upgrade your current set up, visit our boutique at 1706 22nd Kenosha. We will happily fit your dog (and you) and you can test run the equipment on our property or the adjoining bike path.

XCThrillogy is offering RUNSURANCE on this event. If for any reason you are unable to attend the Hills Are Alive, you can defer your entry to the next year's event, run a similar priced event, or get 80% of your entry fee refunded. Select RUNSURANCE as an option during registration if you are interested.

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>

For more info on our upcoming CaniCross events, visit www.TrailDogRunners.com

Please share with other dog lovers & runners!



Running & CaniCross Specialty Destination

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

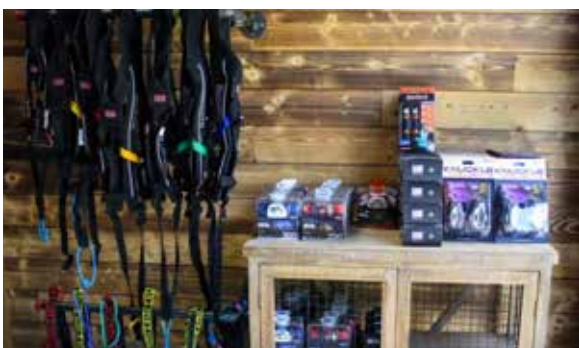
Stop in and check us out!!!

We are excited to meet you and show you around our new digs. Bring your dog too!

<https://www.youtube.com/watch?v=E5p0kkzWfIU&feature=youtu.be>



www.kenosharunningcompany.com



Upcoming XC Thrilllogy events



Meraki Trail Adventure

Sunday, April 7, 2019
10:15 a.m.
Bong State Recreation Area
Kansasville, WI

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

Dirty Dog Dare

Sunday, April 7, 2019
10:00 a.m.
Bong State Recreation Area
Kansasville, WI

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



Coureurs de bois Trail Run & Relay

Saturday, June 8, 2019
Petrifying Springs Park
Kenosha, WI

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

Somers Let Freedom Ring One-Mile Parade Run

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

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



Product partners...



Think summer running...

HIL100OPY

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.



Think summer running...



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.xcthrillogy.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.xcthrillogy.com/hot-hilly-hairy---7-27.html>

Upcoming area event



Shamrock Beer Run 5K

Veteran's Park

1010 N. Lincoln Memorial Drive

Milwaukee, WI

March 23, 2019 - 2pm Start

Join us for a run and exciting beer run!

This 5k includes starting with a drink of beer and then at the 1k-2k-3k-4k points along the race there are beer stations (instead of water stations) for you to stop at to continue drinking and after you finish you get a free beer and entry into our beer garden area. This is a non-competitive race and you will have a ton of fun!

Come and enjoy a 5K, some beer then be rewarded with a magnetic bottle-opening finishers medal! Plus all participants receive a long-sleeve shirt & pint glass. Not to mention 31 ounces of beer are included!!

Hang out after the run for an awesome post-race BrewFest!!

Here is the registration link for the Shamrock race:

<https://runsignup.com/Race/WI/Milwaukee/ShamrockBeerRunBrewFestMilwaukeeatVeteransPark?raceRefCode=38zyshww>

Here is our event page on facebook:

<https://www.facebook.com/events/2226021847720396/>



Upcoming area event

Motivate yourself this winter!

Register now for the marathon, half marathon, or 5k on Saturday, May 4th and give yourself a reason to get those winter miles in.

The race starts and loops around downtown Kenosha (start line is located next to Kenosha Civil War Museum, corner of 1st & 54th) and the surrounding areas. It ends with a Big Cheese Medal at the finish line and a brat and beer at our post race party.

Prepare for a fun and cheesy run at the Wisconsin Marathon!

www.wisconsinmarathon.com

**Exclusive 10% discount code:
18KRUNCO**



Wisconsin Marathon, Half Marathon & 5K May 4, 2019



- short warm-up
- run on bike path
- hang out
- socialize
- warm bonfire

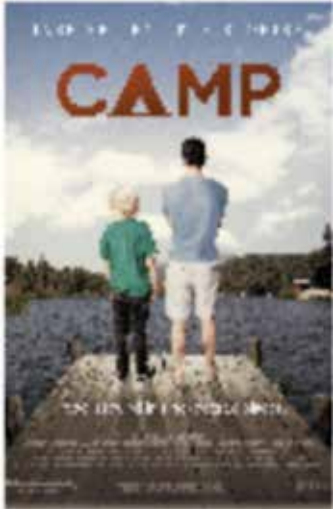
HUMP DAY Running & Walking Groups Wednesday Evenings at 6:00 p.m.

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

Runners & walkers of all abilities are welcome.
No preset pace or distance – you decide.

Upcoming area event

FREE Movie: CAMP



We have a super exciting
FREE event planned on
Saturday, February 2nd, 2019
2:00 p.m.

The movie is a drama, based on the life of a child in foster care, that attends a Royal Family Camp and how his life is impacted. Learn more about foster care in our community and how Royal Family KIDS is helping.

Kenosha Royal Family Facebook: <https://www.facebook.com/events/447596249112173/>

We will be showing the Camp Movie at Great Lakes Church (7600 - 75th Street, Suite #220, Kenosha, WI 53142) and hoping to engage our families, friends and general public. Our goal is to raise awareness regarding foster care and educate people about why we do Camp. This movie is recommended for ages 12+. Do you need childcare for your child 11 and under? Please let us know by emailing rfk@greatlakeschurch.com.

Feel free to bring your friends and family. Includes: movie, popcorn and drink.

WHAT CAN YOU DO???

1. SHARE BY EMAIL, PHONE & SOCIAL MEDIA

Invite your family, friends and co-workers to come check out this movie and learn more about why you are involved. More Info: <https://kenosha.royalfamilykids.org/events/>

2. RSVP to attend & let us know if you need childcare.

RSVP: <https://form.jotform.com/90104690184150>

Thank you so much for all of your support and I look forward to seeing you at the movie!

Questions: email rfk@greatlakeschurch.com or call (262) 748-2130.



CAMP (2013) Movie Trailer

www.youtube.com

This is the trailer for the movie "Camp" based on the real life experiences of Royal Family Kids Camp leaders and counselors. We saw the movie this afternoon and it was very moving. As an alumni of the Chile camps I can say that working with these kids or dark background is truly a life changing experience and deserved the

Movie Trailer: <https://www.youtube.com/watch?v=5comUgeW0Ew>

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

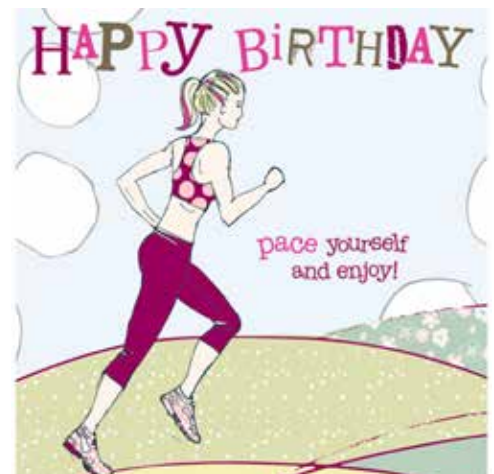
Let's celebrate your birthday!!

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@kenosha-runningcompany.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

Shout out...

Calling out all Running Clubs, High School XC & Track Teams

Kenosha Running Company is managing and hosting the first ever Summer State Cross Country Meet with a focus on Special Olympics Athletes. Special Olympic State Cross Country Meet on July 27th will be held at the Wayne E. Dannehl National Cross Country Course on the campus of University Wisconsin – Parkside in Kenosha.



Special Olympics of Wisconsin has two missions that we are becoming involved with in 2019. Those missions being, to have their community of athletes become more actively involved in events outside of those hosted by Special Olympics and to be active throughout the year. We are asking that you will open up one of your summer running days from the middle of June through end of July to include Special Olympics Athletes. You are not required to provide any coaching, only make them feel welcome, include in your warm up and include to whatever extent you would like. These athletes typically all have full time jobs and would be available late afternoon or very early evening for the workout. The state is divided in seven regions, with 160 Special Olympics coaches throughout the state. If you are interested, please [e-mail me](mailto:briant@kenosharunningcompany.com) and share any details about your group or high school team. I will be sharing updates and connecting you with area coaches and athletes.

In addition you are also invited to run in this event as mentor or on your own, distances are 800 meters, 1600 meters and 5,000 meters. We also have a unique challenge where you can run all three distances!

More info available at: <http://www.xcthrillology.com/special-olympics-state-cross-county-meet---7-27.html>

My e-mail: briant@kenosharunningcompany.com Office phone: 262-925-0300 Cell: 414-719-4771

I do hope you will join us in developing this program.

My best, Brian Thomas

FREE entry into an event!!!!



1706 - 22nd Avenue
Kenosha, WI
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)



Promotional products

Stay warm

Be seen

Have the right gear

Kenosha RUNNING COMPANY
1706 22nd Ave, Kenosha, WI 262-925-0300

KITCO Fleece Hat

Zenath Smart Running Gloves

Salomon Speedcross 4

Kahtoola NanoSpikes

Ultra Lone Peak 3.5

Petzl Actik headlamp

Krukkle Lights Original

Krukkle Lights Advanced

Safety first, then fun

Kenosha RUNNING COMPANY
1706 22nd Ave, Kenosha WI 262-925-0300

Not sure on harness size? We'll fit your dog in one for you!

NucClear LightHound Harness

Howling Dog Protector Booties

Horstap Alpha Pro Jacket



Available at
Kenosha Running Company
1706 - 22nd Avenue
Kenosha, WI
or online at



www.KenoshaRunningCompany.com

Highlighted shoe of the month

361°
ONE DEGREE BEYOND

SPIRE 3

MSRP: \$149.95

Engineered for integrated comfort, cushion and performance. The 361-SPIRE 3 offers the most plush and responsive ride yet.



Choice of a FREE
Petzl Tikka headlamp or an
Orange Mud Handheld
Hydration pack with
purchase!



1706 22nd Ave
Kenosha, WI
kenosharunningcompany.com
262-925-0300



XC Thrillology event reviews

The Unfrozen Recap for the im Schnee festsetzen...

Thank you all for welcoming our coldest day of the Winter Season with a great attitude and too many layers!!!

We had 16 sign up Sunday morning and 16 that signed up early and did not show up! The missing 16 have no idea what fun they missed! I believe we have about 50 trail and CaniCross runners and a number of supporters that stayed inside waiting in the warmth of the Pringle Nature Center.

Each of you seemed to have your own adventure and a fun story to share afterwards. Some of you drove well over an hour and thank you Macy for driving from MI, Jami Lynn from Romeoville, IL and Chris & Jessie from Madison... I believe those four had the longest drives.

Those that brought someone new ... thank you Rachel, nice to meet you Dale... Heather, glad you talked Becky & Alice into joining you... Brandon, Steven, Aleca and Jim and several others that ran one of our events for the first time. It was good to see my friend, Jeff Crosby, return after being sidetracked for a while. Many of you have become like my extended family in different ways, those that are new to our events, know that I look forward to getting to know you better.

Thank you to my wife Tammy, for overseeing the food and to those that brought treats to share. Stephanie and Kristin that assisted in making the sign in/up go well and made you all feel welcome once you arrived.

Have you liked our Facebook page yet? Here is your chance! Here's the link: <https://www.facebook.com/KenoshaRunningCompany/>

Did you see our pictures from the day? Here is the link... <http://www.xcthrillology.com/im.html>

Ready to sign up for our next event? Of course you are!!!! Same location, similar format...but not sure about the weather or trail conditions!!! Here is the link for the Boreas: <http://www.xcthrillology.com/boreas-trail-adventure---2-17.html>

I hope the next time you are thinking about trail or road shoes, etc. that you think of us. I will make sure we get you into the best shoe. Visit us at Kenosha Running Company, 1706 - 22nd Avenue, Kenosha, WI or www.KenoshaRunningCompany.com

Thank you all for a fun day and hope to see you in February.

Running it is just a way of life,
Brian

Recap for our 1st Virtual CaniCross America Events...

What an amazing weekend for our first official CaniCross USA event!! There were 64 CaniCross Runners that signed up and seems we had a number of others that joined in on the fun as well. We had runners in 24 states, from FL to AK and ME to CA and all points in between. We even had three other countries represented... Canada, UK and the Netherlands. On posts related to this event.. 4,133 have been reach, 975 engagements (that would be posts, comments, shares, replies, likes, etc.). Please continue to share your pictures and stories if you have not already. We will be loosely organizing your stories & pictures and these will be posted on our website and in our upcoming newsletter. Visit our website: www.CanicrossUSA.org

Our next virtual event Cani "Cross" America Spring Into Action will be the weekend of April 13th & 14th. Here is the link to signup: <https://www.raceentry.com/cani-cross-america-spring-into-action/race-information>

We will be holding and promoting numerous Virtual CaniCross Training Days leading up to our next Virtual Cani "Cross" America Series Event. Please follow us on Facebook for updates: <https://www.facebook.com/canicrossusa/>. And please visit our Facebook page to check-out each other's posts and pictures. If you have any suggestions to make our Virtual Events more fun for you, please drop me an e-mail and share them with me.

YOU WERE ALL AMAZING and I AM THANKFUL FOR YOUR SUPPORT and ENCOURAGEMENT!!!

Brian Thomas, CaniCross USA

Kenosha Running Company, Inc.

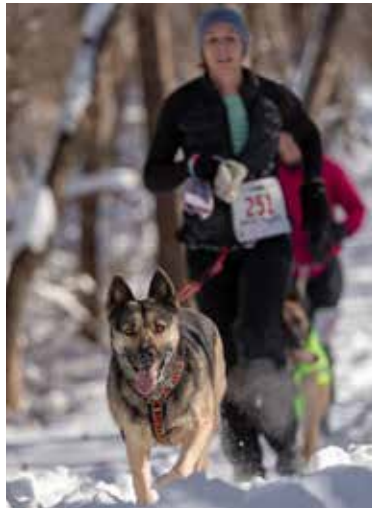
Run Specialty & CaniCross Location • 1706 - 22nd Avenue, Kenosha, WI • 262-925-0300 • www.KenoshaRunningCompany.com

XCThrillology Trail Series • www.XCThrillology.com

Largest CaniCross Series in the U.S. • www.TrailDogRunners.com

XC Thrillology event review

A look back...



[Click to see more photos...](#)

CaniCross USA event review

A look back...



[Click to see more photos...](#)

Unique virtual event

Spring Into Action 2nd Virtual CaniCross Event...

[Click here](#) to sign up for the 2nd CaniCross America!

RACE DESCRIPTION

CaniCross USA is pleased to announce the
2nd Virtual CaniCross Event
hosted by the Kenosha Running Company.

It has been exciting to see so many embrace CaniCross and thousands run with their dogs on a regular basis with some having no idea there are actually events that are exclusive to those who run or walk with their dogs.



SPONSORED BY:



HELP US GROW THE SPORT AS WE TAKE ON THIS NEW ADVENTURE!

You may run either **APRIL 13TH or 14TH** depending on your schedule or weather conditions. Distance will be completely up to you! We prefer you run on trails, but any location is fine. You will be able to post pictures of your run, including distance, selfies, or any other fun things you wish to highlight from your run on the CaniCross USA Facebook page (<https://www.facebook.com/canicrossusa/>). We will also be posting information and results on our website and in our newsletter. Once you sign up you will receive a confirmation email from us. We will be mailing out the swag to the address used for registration.

More Virtual CaniCross Events...

Check out these great upcoming events for you and your pooch...

XC Thrilllogy is pleased to announce the addition of more Virtual CaniCross USA Events in conjunction with their running/walking/ CaniCross events throughout the year... here are the first three upcoming events. Watch for more...



Boreas Trail Adventure

Sunday, Jan. 17, 2019
Bristol Woods Park, Pringle Nature Center
Bristol, WI

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



Hills Are Alive Trail Run/Walk

Saturday, March 16, 2019
Lake Geneva Canopy Tours
Lake Geneva, WI

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



Dirty Dog Dare

Sunday, April 7, 2019
Bong State Recreation Area
Kansasville, WI

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

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

For more info on our upcoming CaniCross events, visit

www.TrailDogRunners.com

Please share with other dog lovers & runners!



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>Saturday, March 16, 2019 </p>	 <p>Sunday, Sept. 29, 2019 </p>	 <p>Saturday, Nov. 23, 2019 </p>
 <p>Sunday, Feb. 17, 2019 </p>	 <p>Sunday, April 7, 2019 </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

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 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.

Beyond our physical fitness

Focus on Being You

By: Tim Barthel



My VP of Administration, Dick Ackatz, recently shared this story with me. A young giraffe grew up in a secluded part of Africa. The only animals he came in contact with were other giraffes. Life as the young giraffe knew it was good. As he grew older a drought took over the area he lived in and his family was forced to move to find food. As the family traveled, they came across a group of strange looking creatures. They were furry yellow animals with brown spots. The young giraffe asked his mom what they were. She said “they’re called cheetahs”. All of a sudden the cheetahs took off running. They were faster than anything the giraffe had seen before. He took off running after them as fast as he could. Soon his long legs couldn’t keep up with his body. The giraffe went tumbling to the ground as his legs got tangled up beneath him. Sad and sore, he thought to himself “Why couldn’t I be a cheetah? Then I could run like the wind.” Dejectedly, he continued his journey with his family.



As the group continued down the road to find a new source of food and water, the young giraffe followed behind with his head held low. His head snapped up again as he came to another strange looking animal. This creature had big ears and a long silly looking nose. Again he asked his mom what that was. His mom explained that it was called an elephant. The young giraffe watched inquisitively as the elephant used her trunk to pick up dirt and blow it back over her body to keep herself cool. “That was neat!” thought the giraffe. He thought he’d give that a try. He bent over and inhaled some loose dirt on the ground. He began choking, cough and sneezing. As his eyes stopped watering, he realized everyone was again laughing and staring at him. “Why couldn’t I be an elephant?” he thought.

Soon they arrived at a new watering hole with a new source of food. As the youngster went to the watering hole, he looked at his reflection in the water. He began to cry because all he saw was a dorky looking long necked freak with no real skill. As time past the young giraffe grew taller in stature than any other giraffe still he felt bad for not being like the other animals he had seen. Time continued and the drought became worse. Soon all the watering holes were drying up and the food was beginning to disappear. The only food that was left was the leaves on the tops of the remaining trees. All the other animals came to the group of giraffes and begged them to reach some food for them with their long necks. Soon the young giraffe was the only one to be able to reach the leaves and everyone was coming to him for food. The drought soon ended but the other animals never forgot what the young giraffe had done to help them. When their children asked what that long necked creature was, their reply was “That’s a giraffe the greatest creature of them all. He saved our lives.”

With 2019 picking up steam, I share this story as a word of encouragement. Hopefully you made some financial resolutions and they are going well. If you are struggling with them remember that everyone has different talents and you may need to reach out for help to keep going in the right direction. If they are going well, I would encourage you to be the giraffe and help the people you come across in your life so that they can be successful also.

Tim Barthel is President/CEO of Southern Lakes Credit Union in Kenosha, WI. He has been part of the Credit Union movement for 16 years. His passion is helping people achieve financial success. Southern Lakes Credit Union serves people who live or work in Kenosha, Racine, Walworth, Milwaukee, Rock, and Waukesha counties in Wisconsin along with Lake and McHenry counties in Illinois.

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- Beach Towel \$15.00
- Gloves.....\$5.00
- Stadium Blanket \$20.00
- Trail Toes Anti-Blisters 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



Hybrid CONCEPT





THRILLOGY

2019 TRAIL & PARADE RUNNING & WALKING SERIES

The XC Thrillology 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>Watch for our 2020 event!</p>			<p>Saturday, Dec. 7, 2019</p>
<p>Sunday, Feb. 17, 2019</p>	<p>Thursday, July 4, 2019</p>	<p>Sunday, Sept. 29, 2019</p>	<p>LOCATIONS:</p> <ul style="list-style-type: none"> ☯ Bristol Woods County Park, Bristol, WI ☾ Lake Geneva Canopy Tours, Lake Geneva, WI
<p>Saturday, March 16, 2019</p>	<p>Saturday, July 27, 2019</p>	<p>Sunday, Oct. 20, 2019</p>	<ul style="list-style-type: none"> ☾ Petriying Springs Park, Kenosha, WI
<p>Sunday, April 7, 2019</p>	<p>Saturday, July 27, 2019</p>	<p>Saturday, Nov. 23, 2019</p>	<ul style="list-style-type: none"> ☾ UW-Parkside XC Course, Kenosha, WI ☺ Silver Lake Park, Salem Lakes, WI