

#### www.XCThrillogy.com



Kenosha Running Company P.O. Box 126, 4112 Sheridan Road -- Kenosha, WI 53141 (262) 925-0300 -- Fax: (262) 652-1388 www.kenosharunningcompany.com -- briant@kenosharunningcompany.com

Hateya

Issue #32 • December 2017

## Hateya Trail Run

Saturday December 9, 2017 10:15 a.m. CaniXC 10:30 a.m. Trail Run/Walk Petrifying Springs Park Kenosha, WI

> REGISTER TODAY!!

## **Event alerts**

- Hateya Trail Run Saturday, Dec. 9 Petrifying Springs Park Kenosha, WI
- im Schnee festsitzen Trail Run Sunday, Jan. 21 Bristol Woods Park Bristol, WI
- Boreas Trail Adventure Sunday, Feb. 18 Bristol Woods Park Bristol, WI
- Hills Are Alive Trail Run Sunday, March 11 KD Park Burlington, WI
- CaniXC Midwest Championship Sunday, April 8 KD Park Burlington, WI
- Coureurs de bois
  Trail Run/Relay
  Sunday, June 8
  Petrifying Springs Park
  Kenosha, WI

## Welcome to December!!

How in the world can it be December already... I hope you have accomplished most everything on your "To Do" list in all regards, if not you have a month to check off a few.

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Where to start as I have so much excitement to share as our **2018 schedule** is set, here is the breakdown... we will kick off three parades, one road event, seven designated CaniXC events and fourteen trail events (numerous distances for all of them). We will have two Ultra dates, July 28th - **Hot Hilly Hairy Solo & Relay** (18 Hour Death March, 100k, 85K, 65k & 50K) and November 11th - **Wolfpack Trail Run & Relay** (50m, 43.5m & 29m).

Registration is open for the 4th Annual <u>Hill-oopy 100+ Relay</u>, new for this year will be a 100K relay in addition to the 100 mile relay. You will also be able to sign up for housing at UW-Parkside when you register online.

Those looking for the perfect Christmas gift for yourself or the runner/walker in your life... we have selected <u>10 of our 18 events</u> <u>and packaged them together</u>, included is a coupon for \$30 towards a new pair of trail or road shoes, exclusive swag and VIP treatment at our year-end party... only \$290.

Run

Looking to stay motivated over the winter? How about the <u>Winter 4 Trail Series</u>, four great events - (12/9, 1/21, 2/18, 3/11) only \$100. Ready set, welcome to Winter!!!

Mini Update on the Kenosha Running Company Trail - Road - CaniCross Specialty Destination... we are making progress! Our hopes to open in January will not happen, looking like sometime in March. We were not able to get our parking lot paved during the paving season and now need to wait for warmer weather! As always we will have product available at our events and <u>online</u>.

Thank you for all your support and allowing us to grow in the number of events and welcoming our CaniXC runners & walkers. Hope to see you all on December 9th at the <u>Hateya Trail Run & CaniXC</u> and thank you in person.

Running it is just a way of life, Brian



Ultra Solo and Relay

<u>Hot Hilly</u> <u>Hairy</u> <u>Ultra Solo</u> and Relay

#### Saturday July 28, 2018

UW-Parkside National Cross Country Course, Kenosha, WI

#### SOLO

- The Death March --18 hour race -- 6:00am
- 100K Ultra Solo 6:00am
- 85K Ultra Solo 6:00am
- 50K -- 6:00am
- 65K The Dragon Dare
  -- four races one day
  -- 6:00am
- 30K -- 6:00am
- 20K --6:00am, noon, 6:00pm
- 10K --6:00am, noon, 6:00pm
- Charge the Knight 5K 9:00pm

#### RELAY

- 85K Relay -- 6:00am
- 50K Relay -- 6:00am
- 30K Relay -- 6:00am

#### **REGISTER TODAY!**

# The next XC Thrillogy exciting event



<u>Hateya Trail Run</u>

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



#### **REGISTER TODAY!!!**

# The weather outside may be frightful, but running on the trails is always delightful!

Petrifying Springs Park is the host for XCThrillogy's final trail event of 2017, the Hateya Trail Run. The wooded single track trails along the Pike River and through the park provide the perfect balance between charm and challenge. The charm will be the rock, roots, and hills. The challenge will be what Mother Nature has in store!

The 3.5 mile walk and 3.5 or 6.4 mile run will start cross county style before the course leads you on an adventure on some of the trails of this 350 acre park consisting of giant trees, rivers, and streams. As always, the course will be slightly different as those from our previous events. We like to keep you on your toes! But, the one thing that will never change is the optional (weather permitting) river crossing!

The trail event concludes with chili, hot chocolate (with a possible dash of Schnapps), and a bonfire to warm you as you share your tales about the trails with friends old and new. Please BYO favorite holiday treat as we all know that chocolate and other sweets are the PERFECT recovery food.

This event is also the final race of the 2017 CaniCross Event Series. If you are wondering what CaniCross is, you are not alone. It is similar to mushing, but instead of pulling a sled, your dog is pulling you through the trails. All that is required is a gang line, harness, and CaniCross belt. This event is a timed three and half mile loop. While it can be competitive, it also can be a fun way to test out both your and your dog's fitness. To learn more about CaniCross, please visit www.traildogrunners.com

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

Kenosha Running Company will donate part of the proceeds of this event to the Kenosha County Parks Trail Maintenance and Restoration Fund to help maintain and protect the trails that we all use and love.

For questions about this or any of the XCThrillogy Events, please email the race director at <u>briant@kenosharunningcompany.com</u>

# Yet another upcoming exciting XC Thrillogy event



#### im Schnee festsitzen Trail Run

Sunday, Jan. 21, 2018 KD County Park, Burlington, WI REGISTER TODAY!!!!

#### Bristol Woods is the perfect host for the 3rd Annual im Schnee festsitzen Trail Run!!



This beautiful park and trails take you through upland forest, wetlands, oak savanna remnants, and prairie areas.

This event is the first of two XCThrillogy's Choose Your Own Trail Adventure. Choose Your Own Trail Adventure allows the participant to decide their distance for the event based on fitness, goals, and Mother Nature (and we ALL know how unkind she can be). Starting at 10:30, participants have three hours to run, walk, snowshoe, or frolic the three mile looped course as many times as they would like.

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

After you are done, enjoy beef stew, soup, hot chocolate and Schnapps as you enjoy the company of your fellow trail enthusiasts. Please BYO beverage or dessert to share! Surprise swag, fun awards, and great company make the ending of your im Schnee festsitzen Choose Your Own Trail Adventure memorable.

This event is perfect for all fitness levels and is dog friendly for those not interested 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.



## Product partners...



















# Upcoming XC Thrillogy events

## <u>Boreas</u> <u>Trail Adventure</u>

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

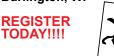
#### **REGISTER TODAY!!!!**





## Hills Are Alive Trail Run/Walk

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





#### CaniXC Midwest Championship

Sunday, April 8, 2018 9:00 a.m. KD Park, Burlington, WI



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VENT





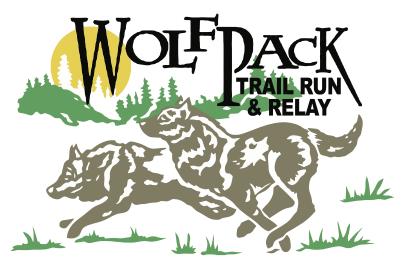
Sunday, June 10, 2018 \Petrifying Springs County Park Kenosha, WI





# XC Thrillogy event review

## A look back at the Wolf Pack Trail Run & Relay...

















Click to see more photos...

# CaniXC -- putting the tails on the trails



Since our first Hateya Trail Run in 2014 we have embraced the idea of dog friendly events for those running or walking. At last year's Hateya we held our first CaniXC event with no expectations, only a hope of being a part of a grass roots sport which is crazy popular in the UK and parts of Europe. While some ran/walked with a collar and a leash, others were running/walking with a harness for the dog, running belt and lead line.

Since then we have held six CaniXC events with distance ranging between 3.1K to 9 miles. We have had some of our trail runners actually go adopt a rescue dog so they could join in on the CaniXC adventure. I would like to welcome everyone that enjoys running or walking with your pup to the Hateya Trail Run on December 9th. The exact distance has not been finalized but it will be around 3.3 miles, I am thinking, or 6.5 miles for those wanting to go a little longer. You start about 10 minutes before the normal trail event, so enjoy your head start!

You are welcome to run with your dog on a leash, but if you are ready to move up to a harness... we will be sizing dogs before the event to make sure you have the perfect fit. We provide Kurgo, Howling Dog Alaska and Non-Stop Dogwear.

Please contact us if you have any questions on CaniXC events, gear or anything else!!! Phone 262-925-0300 E-mail: <u>briant@kenosharunningcompany.com</u>



#### Saturday, December 9, 2017 (in conjunction with Hateya Trail Run) Petrifying Springs Park, Kenosha, WI

Starts at 10:15 a.m. Sunday, January 21, 2018

(in conjunction with im Schnee festsitzen) Bristol Woods Park, Bristol, WI Starts at 10:15 a.m.

Sunday, February 18, 2018 (in conjunction with Boreas Trail Adventure) Bristol Woods Park, Bristol, WI Starts at 10:15 a.m.

Sunday, March 11, 2018 (in conjunction with Hills Are Alive Trail Run) KD Park, Burlington, WI Starts at 10:15 a.m.





## We are proud partners with the following companies...





www.kenosharunningcompanystore.com/



#### The camaraderie was beyond my expectations.

I picked this race because i wanted a chill, local race with just a bunch of fun people. Also I have friends in Madison and Chicago area. It was my first 50K and i just loved your event. So very well put together, the food was great and all the volunteers where awesome. I could have done without the rain and snow but hey that just added to the overall fun experience. I met Tony from Chicago and we ran together for about 20 miles. We really liked each others pace which in a way is funny because my run group at home is called 'I like your pace - in short ILYP' The camaraderie was beyond my expectations !!! I think we kept each other going and just pushed a little harder. I was glad to have found a new running friend. My favorite about this event was the fact that we could just make up a new category and just keep running loops after loops. Really love your race !!!! The Wolfpack 50K will definitely be on my list of favorite trail runs for being laid back, fun and a must do !! Hope to be back in the future to do the 50 miler or may be 55 :) Thanks for a great Event Brian.

Britta Anderson, from Alaska

# Where else can you run with duck hunters in a blind on one side and pheasant hunters with their dogs on the other?

Let me start out by saying that I am an old Clydesdale just trying to keep from being sent to the glue factory. The Wolf Pack Run was my longest run ever and my first half. Where else can you run with duck hunters in a blind on one side and pheasant hunters with their dogs on the other. I loved being able to see all the wildlife our area has to offer.

A more laid back easy going event can't be found anywhere else. How many races let you decide how far you want to go at any time during the race? At every race as I come across the finish line I get asked if I am done or still have more left in me. I get passed a lot. Almost every trail runner has words of encouragement to say as they pass, some even slow down to talk for a little bit.

Every race has food and beer at the end, how can you beat that. I find a place to sit down with my reward for making it back alive, and strike up a conversation with whoever is there. It could be someone I ran further than (rarely), or more likely someone who did way more than I did. At these trail events it doesn't matter, we all went out there and did it. I find that at these events fast or slow we treat each other as winners.

I personally have found a home with The Kenosha Running Company's events. I rave about them all the time. I have even converted a few others to the dirty side of Running. It might be that I am still high from my first half+ or that my brain is still oxygen deprived, but I am looking forward to doing my first full, plus a few extra, out on the trail with the rocks, roots, and wildlife.

I would not have made it or even consider doing a full, without the greatest runner partner ever. Jodi Goss has more faith in me than I do. That and her sharp pointy sticks of encouragement I am positive that one day, sooner than I want, she will be there making sure that I cross the finish line under my own power one way or another.

Scott Anderson



Please feel free to share your tail from the trail... send to briant@kenosharunningcompany.com.

#### MILITARY

The Kenosha Running Company is humbled and thankful to announce that all military veterans, active serviceman and their spouses will be able to run/walk all of our 2018 events for free. Enter in one of three ways; call our office at 262-925-0300, mail in an entry form or enter online (call to get a discount

code). We are also looking for: 1. Assistant Race Director (volunteer position) to help nurture & grow this program. 2. We would like to give others the chance to support this program financially so it is maintainable and sustainable for many years to come.



#### **KID'S TRAIL EVENT**

We would like to develop four kid trail races that would be 400 to 800 meters that would be run at the conclusion of our regular

trail events. I am thinking our March, June, Sept. and Sept. events. We are in need of an Assistant Race Director to oversee and develop this aspect of our trail events.



## ADAPTIVE ATHLETES

As we evolve our events it is also time to evolve our ability to be as inclusive as possible. We are making our parade events on July 1st, July 4th and December 2nd wheelchair athlete, wheelchair assisted and amputee (those able to run or walk on blades or similar) welcoming events. We are desiring to make

all of our events welcoming to visually impaired runners and walkers. We are also wanting to accommodate those that suffer from PTSD by starting at an earlier times. With this program in mind, we need: 1. Assistant Race Director(s) (volunteer position). 2. Guide Runners & Walkers.



#### AUTISM TRAIL TEAM

I have read stories on a similar program out East and want to develop and support an ATT here in SE WI. Honestly I have no background in this and ignorant to all the many aspects that

parents deal with and the different levels of Autism. We need some coaches and Assistant Race Directors (volunteer positions) to help develop and manage this program.



Contact Brian Thomas at 262-925-0300 or e-mail <u>briant@kenosharunningcompany.com</u> if you have questions on these programs and/or want to assistant with your time.

# XC Thrillogy event reviews...

#### Laid back ultra

Today I ran the Wolf Pack 29 miler and, despite the weather, had a wonderful time. Brian really knows how to put on a laid back ultra while still having an eye for the details that matter—good food selection during and post-race, really cool and unique finisher medals and tons of smiling volunteers. I thought many times today, "This is what an ultra is intended to be!" Thanks for a wonderful experience - will definitely be back for more!  $\sim$  Casey H.

#### **COMMENTS:**

— Jeff D.

I signed up for his series this year and will do the same in all future years...

#### — Terry V.P.

I only did the 4.5 miles but concur, Brian and his team run outstanding events, despite the weather.

#### First official trail race

This was my first official trail race, and was so happy to have done it with Brian and his team! Nice venue/trails, friendly volunteers and runners, everyone out to have a good time and enjoy the gift of running. Awesome food too...Thanks for making my first trail race a really fun time! Look forward to signing up for more...

~ Christine S.

## Top notch

Kenosha Running Company is top notch! Professional, knowledgeable and passionate about running and the running community!

~ Angie R.

## Keeping you healthy on the trails...



## **RUNNING WITH THE PROPER FORM**

Whether you want to get faster or overcome a nagging injury for good, our performance running program helps you get there. Our program is designed to help runners of all skill levels improve their form.

Running with the proper form is one of the best ways to reduce your risk for common injuries, including stress fractures. We also help you run more efficiently, which can shave seconds or even minutes off your pace.

For more information, please check out... https://www.aurorahealthcare.org/services/sports-health/services-treatment/sports-performance/running-assessment



#### Running biomechanics assessment

## Programs

#### **Partnership Request for New Military Program**

Starting with the Hateya Trail Run & CaniCross on December 9th and going forward, all of our events for military veterans, active serviceman and their spouses will be free. In order to make this program maintainable and sustainable we will need partners to promote our events and provide financial support. If you are willing to join us in making this new program a success please contact me and let's discuss how to achieve our shared objectives. Any amount of time or financial assistance is welcome and sincerely appreciated.

Thank you for your consideration. If you are ready to make a financial contribution, make your check to Kenosha Running Company, Inc. and mail to: PO Box 126, Kenosha, WI 53141. If you would like to honor someone with your contribution, please let us know.

My best, Brian Thomas office: 262-925-0300 email: <u>briant@kenosharunningcompany.com</u>



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

Kenosha County Parks and Kenosha County Executive Jim Kreuser

# Special offers





To purchase online, click here...

#### **Run for FREE!!!**

Purchase of all new shoes... receive 1 of our select trail running events FREE!!

We also have special discounts for the 361° shoes at all of our events.



# SCARPA'

#### \*\*\* SPECIAL OFFER: Buy a pair of shoes, and you get to participate in one of our events for FREE!!!! Order now!!!

(Excludes the Hot Hilly Hairy, Hilloopy and WolfPack Trail Run events.)

## Scarpa Introduces the **SPIN**!

To purchase online, click here...



They make some of best trail running shoes that you have never heard of !!!!! We have partnered up with them and can now bring you these great shoes. I have been running in the Atom, a lightweight trail running shoe with excellent traction on every surface and fit perfectly right from the first run. This shoe fit true to size for me and looking forward to many miles on the trails with them! We are introducing three models for men and women, the Atom (\$120), the SPIN (\$130) and the Neutron (\$130). I can order any shoe you like from www.Scarpa.com and receive the bonuses. Questions, concerns and to place your order, e-mail briant@kenosharunningcompany.com anytime or call 262-925-0300.



## When you run... feel and relish in the burn of a great workout. Don't 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 the our XCThrillogy events and is offering a 15% discount on purchases through their website. Please visit <u>http://nipeaze.com/</u> and enter the promo code TRAILRUN2017 to receive your discount.



# XC Thrillogy product & gear



## Kenosha Running Company on the grow!

Just as we keep expanding our trail offerings to create more opportunities for trail runners and walkers to have fun throughout the year, we are also working towards serving other needs of our running/walking community. Many of you know of our plan to open a retail store in the future. The Kenosha Running Company store will be THE place to purchase your running gear (trail and road) and will be a hub for the running and CaniCross enthusiasts in the area.

As we work towards this goal, the Kenosha Running Company {online} Store (<u>https://www.kenosharunningcompanystore.com/</u>), was created to start the ball rolling. It has the same awesome merchandise that you can buy at our events, but now you can purchase it anytime the shopping bug bites!



## XC Thrillogy 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 Crean	n. \$13.00
Trail Toes Foot & Body Crean	n. <b>\$22.00</b>

Cash, checks or credit cards accepted. Checks payable to: Kenosha Running Company Call: 262-925-0300

#### Order your XC Thrillogy wear now. <u>Click here</u> to place your order.

CHOOSE FROM: Hoodies, Women's Cut Tech Shirts, T-Shirts, and Long-Sleeved Shirts.



## XC Thrillogy calendar (<u>www.XCThrillogy.com</u>)

