



XC Thrillology Newsletter

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

In this issue...

- Personal Note
- Special Offers
- Wolf Pack Trail Run/Relay
- ElliptiGo Cycling
- Wisconsin Marathon, Half Marathon and 5K
- Upcoming Running Events
- Promote your Event with Us
- Hateya Trail Run
- Introducing CaniCross Trail Run
- 2017 Event Special & FREE Shoes
- NipEAZE Announces Partnership
- XCT Swag for Sale
- FitMetrix - Bod Pod
- Introducing Scarpa
- Let Us Know Your Ideas
- Help Wanted
- Prairie and Woods Trail Run
- XC Thrillology Event Sponsors
- XC Thrillology Calendar of Events

Special Offers!

- Scarpa Trail Shoes
- The Nine
- Gift Certificates for Trail Events
- Event Discount Codes

A personal note...

In order to get a better understanding of exactly how lean or not I actually am, I reached out to a friend and new partner to have a Bod Pod evaluation (article on page 6 in this newsletter will explain this test, etc.) This is a very accurate measurement of my fat and lean muscle body composition. I must admit I have not actively trained for any events in over 5 years, I am 54 years old, run 25-35 miles a week on average, have not lifted weights on a regular basis for nearly 5 years, my core training is minimal throughout the week (10-15 minutes total), 6' tall and on the day of the testing weighed 165.9 pounds (when I been really fit and race-ready my weight is typically 160 lbs.).

Why did I do this, late mid-life crisis perhaps and I just wanted to know my baseline so as I move forward I can have some numbers to compare and help keep me on course. So here are my results... Body Fat 14.6% (24.2 lbs), Lean Muscle 85.4%. On their chart, this result is on the lower end of moderately lean (12.1% - 20%), based on my current lifestyle my caloric intake is recommended at around 3,000-3,500 per day.

I am in the midst of firing up my training and looking forward to numerous events in 2017 and many long trail runs and quality work outs as part of my training. My personal objectives in regards to this test going forward, would be to have body fat of 8-10%, enhance my strength and maintain my weight of 160 lbs. I will be retested in about six weeks to check on my progress. I will also have a VO2Max Test on the treadmill in late November and will share my results.

I endorse this testing and encourage you to contact Dan at FitMetrixLab for your testing. Read the article on page 6 and contact Dan, reference me when scheduling your appointment. If you have any questions, give me a call anytime 262-925-0300 or drop me an e-mail briant@kenosharunningcompany.com

Running it is just a way of life,
Brian



ELLIPTIGO®



Elliptical Cycling

Test ride...

and if you decide this is the right training equipment for you, then you will receive **10% off and FREE entries** for the January and February trail runs.

You can also schedule a test ride by contacting Brian Thomas at briant@kenosharunningcompany.com or at 262-925-0300.

Elliptical cycling combines the best of running, cycling and the elliptical trainer to give you a fun and effective way to exercise outdoors. Since it is a low-impact exercise, elliptical cycling allows you to build cardio fitness while being easy on your joints. That makes it great for everyone – young or old, health conscious to elite.

**Revolutionize
Your Fitness with an
ElliptiGO elliptical bike!**

Wolf Pack Trail Run/Relay

Sat., Nov. 12, 2016 • 10:30 a.m.
Bong State Recreation Area
Kenosha (Kansasville), WI

Are you ready to be Bonged?!?!

This will be the first an ultra will be held at Richard Bong State Recreation Area and I want to make this low key ultra unique in several ways. First there are no time cut offs (within reason!). I am offering redemption factor for all DNS and DNF runners & walkers for the ultra distance. I am a runner first and an RD second, with this in mind I am offering the following... If an Ultra was on your race calendar for 2016, then perhaps this one will be perfect for you! If you signed up for an ultra and then life got in the way (kids, injury, etc.) and had a DNS OR For those that have attempted an ultra in 2016 and if for some reason you were unable to finish (DNF), you can run the 28 mile or 42 mile for **50% off!!** Use discount code: DNF Please note the 50% discount eliminates the event swag, but you will receive the finisher's swag

THIS EVENT is FREE for all LAW ENFORCEMENT OFFICERS – use discount code **Hero** You can select between 4 miles (solo - run or walk), 14 miles (solo or relay - run or walk), 28 miles (solo or relay - run or walk), and 42 miles (solo or relay - run only). We will be using the Horse Trail and the Blue Trail. For our relay teams... with our figure "8" style course with the small loop being roughly 4 miles and the larger loop being around 10 miles perhaps this is the perfect combination of distances. You can run the 14, 28 and 42 as a relay or walk the 14 or 28 as a relay. Current distances are estimated.

Event Swag:

4 mile & 14 mile & relay runners -
LONG SLEEVED T-SHIRT

28 mile & 42 mile -
HOODIE

(Must have been entered by Oct. 24, 2016 to guaranteed swag.)

Course maps will be available and we will start group runs on the course starting in September.

Bong information:
<http://dnr.wi.gov/topic/parks/name/richardbong/>
Our [website](#) and [Facebook page](#).
REGISTER TODAY!



TIME FOR REDEMPTION

50% off

Use discount code: **DNF**

LAW ENFORCEMENT OFFICERS

Thank you for your service!!

You are invited to

RUN FOR FREE!!!!

Use discount code: **Hero**

REGISTRATION NOW OPEN

1 Hr. from Chicago
50 Min. from Milwaukee
Yummy Cheese
Tasty Beer
Friendly People
Live Entertainment
Risk Free Registration until February 1st

WHAT MORE DO YOU NEED?

WISCONSIN MARATHON
HALF MARATHON AND 5K
MAY 6, 2017 | KENOSHA, WI

REGISTER TODAY! WisconsinMarathon.com

Join us this spring for a marathon, half marathon, and 5K that exhibits all Wisconsin has to offer. Enjoy a beautiful, lakeside course, friendly people, a wonderful neighborhood feel, and don't forget the brats and beer! Accomplish your goals and have fun doing it! You can use your Big Cheese Finishers Medal to brag about it. Use the promo code... **XCTPROMO17** for \$5 off at www.wisconsinmarathon.com

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

Upcoming events...

- **TBunk**
200m 150m 100m 50m 50K
November 4 - 6
Whitewater, WI
- **Prairie and Woods Trail Run**
Saturday, Nov. 5
Bristol Woods County Park
Bristol, WI
- **Wolf Pack Trail Run/Relay**
Saturday, Nov. 12
Bong State Recreation Area
Kenosha, WI
- **Hateya Trail Run**
Saturday, Dec. 10
Petrifying Springs Park
Kenosha, WI
- **CaniCross**
Saturday, Dec. 10
Petrifying Springs Park
Kenosha, WI
- **John Dick Memorial 50K**
February 2017
Southern Kettle Moraine
- **Wisconsin Marathon, Half Marathon & 5K**
Saturday, May 6, 2017
Kenosha, WI
- **Bunk House Trail Runs**
50K 30K 10K
May 28, 2017
Eagle, WI

Interested in promoting your event with us?

Our newsletter goes out on a monthly bases and reaches over 5,000 runners, coaches, race directors, walkers and those just like you.

Contact Stephanie at 262-925-0300.



Introducing CaniCross Trail Run for the first time in SE Wisconsin!

We are in the process of developing a CaniCross event in conjunction with the Hateya Trail Run. Be on the lookout for more details on our [website](#) and [FB page](#) in the coming weeks.

Hateya Trail Run

Saturday, Dec. 10, 2016
10:30 a.m.
Petrifying Springs Park
Kenosha, WI

You ready for an adventure through the trails in Petrifying Springs Park in and along the Pike River?



REGISTER NOW!

What makes this event special:

great runners & walkers, bonfires, chili, craft beer, Christmas Ornament Swag and perhaps a river crossing for those brave enough to be a little crazy!

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. This will be a welcoming but challenging course, and if you have never ran a trail race, then the time is now!

It is December in Southern Wisconsin so we could have snow on the trails, which would make the trail even better! But you will run on groomed trails, single track trails and some open green ways through the park. This a well marked trail run and we allow runners averaging 15 min mile pace to finish the race comfortably. Running course is estimated at 6.4 miles. Walkers, you will have a combination of trails and bike path over an estimated 3.5 miles.



2017 Event Special & FREE Shoes

We are taking a huge step forward in 2017 and hoping you will take one with us. We hope to entice, motivate and perhaps bribe you just a little by offering our limited Promotion for XC Thrilllogy Trail Lovers.

Sign up for the following Nine Events and receive a pair of Scarpa Neutron Trail Running Shoes for FREE!

Here are "The Nine"...

- Jan 22nd - im Schnee festsitzen
- Feb 19th - Boreas Trail Adventure
- March 11th - Hills Are Alive
- June 10th - Coureurs de bois Trail Run & Relay
- Aug 20th - Running Free Trail Run & Beach Party
- Sept 9th - Oktoberfest 5k+
- Sept 30th - Pike River Trail Run/Walk
- Nov 12th - Wolf Pack Trail Run & Relay
- December 9th - Hateya Trail Run



THE NEUTRON RUNNING SHOE...

is ideal for the trails we run on and has a retail price of \$129.00. The limited promotional entry fee for all "9" events is \$307.00 and is available until January 8th, 2017. The Neutons will be available at our events for pick up or at our office.

If not in stock, allow 7-14 days for us to receive them. To review these events, visit www.XCThrilllogy.com

Click here to sign up for...



Questions???? E-mail briant@kenosharunningcompany.com or call 262-925-0300.

Unique XC Thrilllogy Swag for Sale at XC Thrilllogy Events

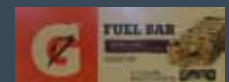
- String Bag\$8.00
- Duffle Bag\$8.00
- Frisbee\$3.00
- HooRag.....\$8.00
- Stainless Steel Water Bottle\$8.00
- Gatorade Water Bottle.....\$4.00
- Gatorade Fuel or Protein Bars..... 2/\$3.00
- Trail Toes Anti-Blister Cream \$12.00
- Trail Toes Foot & Body Cream . \$13.00
- Trail Toes Foot & Body Cream . \$22.00

Cash, checks or credit cards accepted. Checks payable to: Kenosha Running Company

NipEAZE™ announces partnership with KRC

What an honor it is for us to partner with Kenosha Running Company! We are inspired by your awesome group and your love of running.

NipEaze is created by runners for runners. It is our mission to offer the absolute best in chafing prevention where it is needed most. Our unique patented design incorporates high-quality materials to give our product an easy advantage over home remedies & other expensive solutions. NipEaze is guaranteed to stay on no matter how much you sweat. Best of all, they are so discreet you will hardly know they're there!





Jump Start your Fitness for 2017 with The Bod Pod and Fit Metrix Performance Lab

What are the benefits of BOD POD Body Composition Measurement?

Body composition is one of the best indicators of overall health. Because the BOD POD is highly accurate, it can detect even small changes in body fat and lean body mass (i.e., muscle, bones and organs). The results you receive from your BOD POD analysis can be used to measure the success of your nutrition and/or exercise program, track weight loss progress, help you lose or gain body fat safely, fine tune your athletic performance, and more. Many clients and athletes focusing on weight changes need body composition analysis to understand 'how' their body is changing, while they may not see changes on the scale, tracking progress with the BOD POD will help them to see overall changes to their fat and lean mass - true indicators of your nutrition or training program success.

How long does an assessment take?

You will be sitting inside the BOD POD for about 3 minutes. However, during that time, the door will be opened and closed between three 40-second tests. Total time including preparation and reviewing the results is approximately 15 minutes.

What should I expect?

Simply sit comfortably and quietly, relax and breathe normally and the BOD POD does the rest. Sounds relating to the valves opening and closing may be heard, but most people are unaware of the slight pressure changes that take place. You may notice a feeling similar to being in an elevator or the initial take-off in an airplane.

How accurate is it?

The BOD POD which uses air displacement technology is considered to be the gold standard of body composition measurement. It is as accurate as hydrostatic (underwater) weighing, but quicker and easier to perform.

How much does a BOD POD Analysis cost?

BOD POD testing costs \$50 or inquire about our testing packages.

How do I schedule an appointment?

Contact Fit Metrix Lab today and schedule an appointment:

call (813) 505-7337

or e-mail

Dan@FitMetrixLab.com

Located in Libertyville, IL

www.FitMetrixLab.com



Shoes will be available at the Wolf Pack Trail Run and the Hateya Tail Run.

Kenosha Running Company Inc. is slowly expanding beyond being an exclusive running/walking event management company.

We have some very exciting news to share. **Think Scarpa, yes Scarpa!!!** They make some of the 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 fits 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 Proton (\$130) and the Neutron (\$130). We are taking pre-orders as we are in the midst of placing our first order. We are going to extend a bonus with your purchase: **You will get a free entry in our January or February trail event (your choice).**

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 Monday - Friday 8:00 - 5:00

**We will also have available at our events:
XC Thrilllogy Gear, Trail Toes, Gatorade Protein & Refuel Bars and if you have suggestions for us... please let us know.**

RUNNER'S WORLD REVIEW...

The Scarpa brand was born in northern Italy and combines the craftsmanship of Italian design with the outdoor mountaineering tradition of the Dolomites. The Neutron is a new model that, compared with Scarpa's previous shoes, has a deeper and narrower heel, a wider toebox, and a 6 mm heel-toe drop (height difference between heel and forefoot)—making them more in line with other trail brands. The Neutron is a solidly built shoe with supportive, stitched overlays; an aggressive, trail-gripping and mud-shedding tread; and arch-wrap construction that reaches up and supports the arch on both sides. The traction and sturdy construction impressed testers, and they most appreciated the shoes when going slow over rugged terrain.



Let us know your ideas and feedback

Kenosha Running Company is establishing a running/walking board to bring ideas, advise and give passionate feedback on XC Thrilllogy events.

The plan is to meet once a month over dinner and share our passion to enhance the experience for our runners and walkers.

If you are interested, please e-mail briant@kenosharunningcompany.com or call 262-925-0300.

Help Wanted

We are in process of developing a running program for new runners, new to trail running and let's get faster & farther together. If you currently have an interest in assisting others with a running way of life, please reach out and introduce yourself... send an e-mail to: briant@kenosharunningcompany.com or call 262-925-0300.



Prairie and Woods Trail Run

Pringle Nature Center
November 5, 2016

Bristol Woods County Park
County Hwy MB, 1/2 mile
South of County Hwy C
Saturday, Nov. 5, 2016
Start: 10:00 am
Registration Fee: \$15

REGISTRATION OPTIONS:

- Online at www.signmeup.com/115787
- In person at the Pringle Nature Center: Tuesday through Sunday from 9 am to 4 pm.
- On race day from 8:00 AM to 9:45 AM
- Mail registration to:

Pringle Nature Center, 9800 - 160th Avenue, Bristol, WI 53104

Please contact the Pringle Nature Center at 262-857-8008 with any questions.

The Prairie and Woods Trail Run will be held on Saturday, November 5 at 10 AM within Bristol Woods County Park. The race features a 5K Run/Walk with all proceeds benefiting the nature education programs at the Pringle Nature Center. Join us for a trek through diverse prairie and woodland ecosystems featuring numerous rolling hills. For a registration fee of ONLY \$15, you get homemade goodies, a long sleeve t-shirt, unique swag and handmade awards to the age group winners. Join us for fun, food and a great run to support a great cause! Sign up at www.signmeup.com/115787

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

XC Thrilllogy events!

www.XCThrilllogy.com



January 22, 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 19, 2017
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 11, 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 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, 2016
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. 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.