



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 #50 • May 2019



REGISTER
**Coueurs
de bois
Trail Run & Relay**
Saturday, June 8
Petrifying Springs Park
Kenosha, WI



Event alerts

- **Wisconsin Marathon, Half Marathon & 5K**
May 4 – Kenosha, WI
- **Special Olympics Track Meet**
May 4
Case High School, Racine, WI
- **Run With The Cops for Special Olympics**
May 11 – Kenosha, WI
- **Husky Hike**
May 18 – Wadsworth, IL
- **Special Olympics State Meet**
June 7
UW-Stevens Point
Stevens Point, WI
- **Coueurs de bois Run & Relay**
June 8 – Kenosha, WI
- **Somers Let Freedom Ring One-Mile Parade Run**
July 4 – Somers, WI
- **Hilloopy 100+ Relay**
July 27 – Kenosha, WI
- **Hot Hilly Hairy**
July 27 – Kenosha, WI

WOW!!! Our 50th Newsletter Edition...

Hello to All My Running Friends & Family,

This edition of the XCThrillology Newsletter is our 50th issue, I never thought about having “50” when we started this crazy idea of hosting trail events, not sure we will have going forward...just know we are not going anywhere!

The May issue, like many of our previous issues, has evolved and grown. It is becoming more on a electronic magazine of sorts as we are introducing new events, looking for volunteer coaches, starting a half marathon training program, looking for half marathon pacers for the Racine Half, recaps, pictures and more...

All of this is a result of you, your support and friendship has inspired me to do more than I had once imagined. We are in the midst of starting a USATF team/club for all ages, abilities and for those interested in track & field, road and trail running. If this a program you would be interested in

joining or assisting with as a coach or some other level, please reach out to me.

Our plans for the [Evil Smiley's Veteran Day Run](#) are coming together nicely, we have locked in on the route, secured approvals and now looking for Active Duty and Veteran-Based organizations, ROTC Programs and those that support these great individuals and families to make plans to join us on November 9th, for this running event.

I know many of you are in your final week of tapering for the Ice Age trail distances on May 11th, I was planning on joining you but due to ongoing knee issues mostly and lack of training (but that has never stopped me!!!) I will be missing this year. I do wish you all the best of fun and success.

I do hope to see many of you on June 8th for [Coueurs de bois Trail Run & Relay](#).

Running it is just a way of life,
Brian

Our next XCThrillogy event



Coureurs de bois Trail Run & Relay

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

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

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

June is Wisconsin's reward for surviving the blustery winter months and the gray muddy days of spring and there is no better way to commemorate the start of green and warmth than a run in the woods.

The Coureurs de Bois Trail Run and Relay (which means to run in the woods), is a celebration of the start of summer. Taking place in Petrifying Springs Park, in Kenosha, this trail event is perfect for all fitness levels. The event distances of 4, 8, 12, or 16 miles individual events or a 16 mile 2-person relay will fit all athletes, from those who soldiered through winter training to those who snuggled in and waited winter out.

The course is a 4-mile loop that starts in a wide grassy area and leads you to the single track trails that meander through the woods within the Petrifying Springs and UW Parkside. The hardwood forest provides the perfect distraction from the rolling hills and possible short steep climbs (depending on the mood of the race director). The optional chilly river crossing will serve as the reminder of the iciness of winter the promise of warmer days to come.

Enjoy the company of your trail friends, new and old, after you have completed your event at the after-party which features crepes, a fruit bar, and other great food and drinks.

For those that enjoy running or walking with their dog, this is a dog-friendly event. There will not, however, be a separate CaniCross division.

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

Upcoming XCThrillology event



Somers Let Freedom Ring One-Mile Parade Run

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

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

Taking place prior to the start of the Somers' 4th of July parade, this unique event will let you test your speed while you are cheered on by hundreds of parade spectators!

After you run, plan on staying to watch the parade and celebrate the Village of Somers Heroes. There is a free Ice Cream Social after the parade at Somers Elementary School and the Somers Fire Department will be selling food during the parade.



Awards will start at 1:45 at Somers Memorial Park (7511 12th Street) in the VFW Pavilion located behind the Village/Town Hall. Cash prizes will be awarded to the overall winner, male and female in the open and masters division. Age group awards will follow.

THE DETAILS:

- The race will start at 1:15 p.m.
- Runners not across the finish line in 15 minutes (1:30 p.m.) will be swept from the course.
- The race course is a straight mile starting at the intersection of H and E and ending at the intersection of EA and E.
- The race will be limited to 150 people. Sign up early.
- Online registration will close on Monday at 10:00 a.m.
- If spots are available, same day sign up will be available at packet pick up.
- Packet pick up will be at the Somers Fire Station (7511 12th St.) starting at 12:15.
- Parking will be limited. Some parking will be available at Shoreland High School and Somers Elementary School and the surrounding area. Please note that roads will be closed at 12:30 p.m. to stage for the parade.
- The event will be hand timed.

XC Thrillology 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](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!



Product partners...



Upcoming XC Thrillology events

HILLOOPY RELAY

Hilloopy 100+ Relay

Saturday, July 27, 2019
6:00 a.m.
UW-Parkside National
Cross Country Course
Kenosha, WI

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

Hot Hilly Hairy

Saturday, July 27, 2019
6:00 a.m.
UW-Parkside National
Cross Country Course
Kenosha, WI

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



Special Olympics State Cross Country Meet



Saturday, July 27, 2019
UW-Parkside Wayne E. Dannehl
National Cross Country Course
Kenosha, WI
2:00 p.m.

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

Nightcrawlers Trail Adventure

Saturday, Aug. 10, 2019
7:45 p.m.
Silver Lake County Park
Salem Lakes, WI

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



Upcoming area event

HUMP DAY GROUP RUN

Wednesday Evenings at 6:00 p.m.



www.KenoshaRunningCompany.com

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



Runners & walkers of all abilities are welcome.

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>

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.

Running for charity

2019 Bank of America Chicago Marathon for Mercy Home

Running the Bank of America Chicago Marathon on behalf of Mercy Home for Boys & Girls is a one-of-a-kind experience! They're the only charity partner on the course, which means you get a Hero's Welcome at Mile 17 from the kids your efforts are supporting. They also provide a guaranteed entry, free training with CARA, fundraising support, a pre-race pasta dinner and access to their VIP Hero HQ on race day. Heroes are asked to raise a minimum of \$1,750.

Use promo code **KENOSHA** for \$10 off your registration at:
<https://marathon.mercyhome.org/chicago2019?promo=KENOSHA>



Unique virtual event

SPONSORED BY:



Upcoming Virtual CaniCross Event...

Check out this great upcoming event for you and your pooch...

XC Thrilllogy is pleased to announce this great Virtual CaniCross USA Event ran in conjunction with their local running/walking/CaniCross event.



Pike River Trail CaniXC

Sunday, Sept. 22, 2019

10:15 a.m.

Petrifying Springs Park, Kenosha, WI

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

XC Thrilllogy 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!



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>Watch for the 2020 event </p>	 <p>Sunday, Sept. 22, 2019 </p>	 <p>Saturday, Nov. 23, 2019 </p>
 <p>Watch for the 2020 event </p>	 <p>Watch for the 2020 event </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.

XC Thrillology event reviews

A look back at the adventure...

Thank you to everyone that made this first year event a memorable one not only for me, but for each other.



Nothing makes me happier than welcoming everyone and then seeing each of you making new friends on the trails and afterwards. I do hope those that met someone new will find some way to stay in touch with each other and perhaps look forward to our next event when you can catch up with each other.

This would not have been nearly as nice if not for the planning and assistance of Stephanie (my office manager), Kristin (timing assistant and P-T assistant) and Tammy (wife, friend and in charge of the food!). Yes we pulled this fun off with myself and three others.

Many of you are veterans of the trails around Wolfe Lake at Bong, so you knew what to expect, but to those of you newbies... I hope you enjoyed the views, the variety of trails and a touch of mud!!! There are nearly 40 miles of trails at Bong and this 4.5 loop is perhaps my favorite section. I believe there are 13 hills throughout this loop, but who is counting!!!

For our CaniCross friends, it was great to see many familiar faces and so many new faces, If you can believe this 8 CaniCross Lovers failed to show up!!!! We will shame them at the next event!!!

Most of you ran the one loop and handful ran two loops, Pete ran one loop with each of his two dogs!

This event concluded our Winter/Spring CaniCross Season, our summer trail events are dog friendly. Our Fall/Winter CaniCross season will start on September 22nd with the Pike River Trail Run/Walk & CaniCross.

So many of you have become friends and I sincerely appreciate your ongoing support... those of you that are new, I hope you enjoyed our laid back approach that focuses on making you feel welcome. I am always open to new ideas and your suggestions, so please feel free to reach out to me and share your thoughts.

We are taking a break for a couple months as I work my through the track season, I certainly will not be taking a break!!! Please put our June event on your calendar... great trails, optional river crossing, traditional crepes-fruit buffet-pizza.... Yes I said crepes and river crossing!

Looking forward to seeing you all soon.

Running it is just a way of life,
Brian

Meraki & Dirty Dog Dare Event Photos:
<http://www.xcthrillology.com/meraki---dirtydogdare.html>

Meraki Event Results: [click here](#)

Dirty Dog Dare Event Results: [click here](#)

XC Thrillology event review

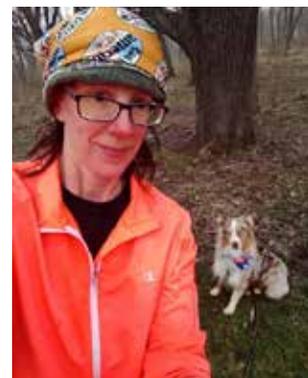
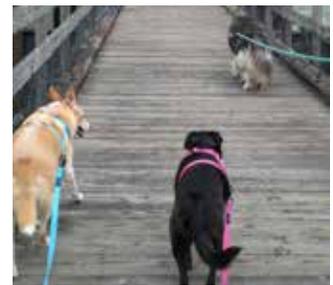
A look back...



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

XC Thrillology event review

A look back...



Running & CaniCross Specialty Destination



Specializing in
**RUNNING &
CANICROSS**
(262) 925-0300

www.KenoshaRunningCompany.com

1706 - 22nd Avenue, Kenosha, WI

Kenosha County's Only
**"Run Specialty &
CaniCross Store"**

- Road Shoes
- Trail Shoes
- Running Gear
- Apparel & Socks
- CaniCross Gear
for Dog-Loving
Runners & Walkers
- Personal & Group
Training Programs



*KRC is the proud organizer
of XC Thrilllogy
Trail & CaniCross Events*

www.XCThrilllogy.com

Upcoming area event

It is finally SPRING!

The weather is nice. You are starting to feel good. Are you getting the itch to race?

It is just over a month until the Wisconsin Marathon! That is plenty of time to get ready for the 5k, half marathon, or maybe even the full 26.2, right?

There is still time to register.

Do it now and use the promo code...

**18KRUNCO for
10% off the price.**

For race details and registration... visit:

www.wisconsinmarathon.com



Wisconsin Marathon, Half Marathon & 5K

May, 4, 2019



Saturday, May 18th

Check-in begins at 9:15 a.m.

**VanPatten Woods Forest Preserve
Wadsworth, IL (Shelter A)**

Please join our volunteers and family of adopters for a three-mile hike with your dogs, or with one of our foster dogs! (Foster walkers must be over the age of 16 and registered at the foster tent by 10 am.)

The purpose of this event is to raise money for abandoned, abused, or injured

Siberian Huskies so they may be properly cared for and placed in good homes.

No matter what your monetary contribution is, you WILL make a difference in helping these deserving Siberian Huskies receive proper care and find a forever home.



Click [HERE](#) to register for the

2019

Husky Hike!

Upcoming area event

RUN WITH THE COPS

FOR SPECIAL OLYMPICS WISCONSIN



Join local law enforcement as they light up the night sky with a 5K Run/Walk.

May 11, 2019
6:30 - 10 pm

UW-Parkside Student Center
900 Wood Rd | Kenosha WI

5K Run/Walk/Walk - \$25.00

Kid's Dash - \$15.00

Officer's in Uniform - FREE

Raise funds to cover registration fee and continue to reach incentives...

And change athletes' lives.

Register at RunWithCops.org

Upcoming area events



Pleasant Prairie Triathlon presented by Kenosha Subaru

The Pleasant Prairie Triathlon presented by Kenosha Subaru takes place at the Pleasant Prairie Rec Plex. Complementing Sunday's Sprint, Olympic, and Duathlon distance races is a Saturday Kids race.

Supported by local and national organizations and businesses, the two-day expo doubles as a post-race festival for athletes and spectators.

**Saturday, June 22 -
Sunday, June 23**
Pleasant Prairie Rec Plex

Registration link:
<https://runsignup.com/Race/WI/PleasantPrairie/PleasantPrairieTriathlon>



Iron Girl Pleasant Prairie presented by Kenosha Subaru

Iron Girl Pleasant Prairie presented by Kenosha Subaru aspires to bring women of all ages together as a community by offering a supportive, energetic and empowering environment for females pursuing a healthy and active lifestyle.

Let everyone know what you aspire to be in 2019 by continuing your wellness journey at Iron Girl Pleasant Prairie!

**Saturday, August 10 –
Sunday, August, 11**
Pleasant Prairie Rec Plex

Registration link:
<https://www.active.com/pleasant-prairie-wi/duathlon/races/iron-girl-pleasant-prairie-presented-by-kenosha-subaru-2019>



Real Racine Half Marathon & 5K presented by Racine Toyota & Racine Honda

Come join the inaugural Real Racine Half Marathon & 5K presented by Racine Toyota & Racine Honda this fall!

This event kicks off with a two-day race expo at Festival Hall and hosts 5K and Half Marathon distance races. Runners in the Half Marathon are treated to the Kenosha Running Company Pace Team helping them through a course that tours downtown Racine and the beautiful shoreline of Lake Michigan, including North Beach, the Wind Point lighthouse, the Racine Zoo and Racine Harbor.

Come join the fun and #RunRacine!

**Saturday, September 28 –
Sunday, September 29**
Festival Hall

Registration link:
<https://runsignup.com/Race/WI/Racine/RacineHalfMarathon>

Upcoming area event

Father's Day Breakfast & 10K / 5K / Kids Dash

- USATF certified courses
- Register solo or as a team
- Free post-race breakfast
- Cooling mist system near the finish line
- Supervised kids play area



This run is special because it not only raises awareness of the importance of men's health, it benefits both the TTCCA - an organization that supports and promotes health & wellness through running and the MHN - an organization that works to significantly improve male health, longevity and quality of life. Both the TTCCA and MHN are 501 (c)(3) non-profit organizations.

Why focus on men's health?

- When men neglect their health, it affects their families, the community and their employers.
- The best chances of avoiding diseases that afflict men are prevention, self-examination and regular physician visits.

The statistics tell the story:

- Men have higher fatality rates than women for the 10 leading causes of death
- Men are 40 percent more likely than women to die of colorectal cancer
- Men are 90 percent more likely than women to die of lung cancer
- Men are 50 percent more likely than women to die of cancer
- Men are more likely than women to die from diabetes and kidney disease
- Men are more than twice as likely as women to die from chronic liver disease
- More than 80 percent of suicide deaths are men

Visit our webpage
to register, volunteer
or learn more about
this event:

<http://www.ttcca.org/fathers-day-10k5k.html>

We would love to have you join us in Racing for Men's Health on Father's Day. Following the races join us for Breakfast Under the Big Top Tent and an Awards Ceremony where winners from each age group and teams will be recognized and awarded their medals.



Upcoming area event



Save-A-Pet's Furry Friends 5K

Paw Power

Timed Run and 1 Mile Fun Run/Walk

Saturday, June 29, 2019 – 5K Starting at 8am
Old School Forest Preserve – Shelter C
Libertyville, Illinois

Register Today!

All proceeds benefit Save-A-Pet,
a true no-kill rescue and adoption center.

Options:

- 5K timed run
- 1 Mile “6-Legged” Fun Run/Walk (walk with your dog or for a Save-A-Pet shelter animal)
- Virtual Run/Walk (for those who want to participate but at their own pace)

Well-behaved dogs are encouraged to participate!
The course is mostly on a trail through the beautiful
Old School Forest Preserve.

For more information or to register, go to:

bit.ly/PawPowerRun

Early bird pricing in effect until June 8th:
5K \$35 adults/\$25 youth, 6-Legged Walk \$20, Virtual 5K \$25

www.saveapetil.org

Please support our sponsors:



Cabay & Co Inc



For sponsorship
information, email
events@saveapetil.org.

Upcoming area event

SAVE THE DATE...

**CONNECTING COMMUNITIES
FOR A CURE**



**SATURDAY
SEPTEMBER 28**

Starts at 9:00 a.m.

**WATCH FOR UPCOMING
SIGNUP INFORMATION.**

LOCATION:

**Integrity Celebrations
Event & Banquet Facility
2789 Browns Lake Dr., Burlington**

*5K Run/Walk event is in conjunction with the
KIWANIS PANCAKE BREAKFAST & CARNIVAL FOR A CURE*

PROCEEDS FROM THIS EVENT WILL BENEFIT...

Cancer Patients of Aurora Cancer Care in Burlington

SPONSORED BY:



www.integrityfamilies.net

www.integrityfunerals.net

262.514.4600

Special Offering



New Shoes = Free Entry for these events

FROM...

Kenosha Running Company

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

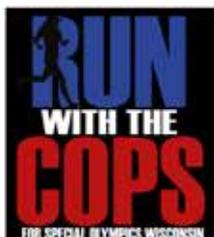
www.KenoshaRunningCompany.com



and we
will give
you a...



to your
choice of...



May 11, 2019
6:30 - 10 pm

UW-Parkside Student Center
900 Wood Rd | Kenosha WI



Lighthouse Run 2019

Saturday, June 15 at 7:45 am
500 Monument Square
Racine, WI



Do It For The Donuts

5K/10K

Saturday, May 11 at 9:00 am
RecPlex
9900 Terwall Terrace
Pleasant Prairie, WI

Simply take a picture of this flyer and show it
when purchasing your new shoes.

Upcoming area event



Bark 'N Brew will have hours of entertainment for owners and their dogs. The Milwaukee County Police Department's K9 Unit will be on site hosting demonstrations on how their hounds put their noses to work. Dogs can compete for distance and height in the Ultimate Air Dog Competition, where dogs will race down a dock and leap into a 20,000 gallon pool. All competition dogs are encouraged to pre-register at UltimateAirDogs.com. Beginners are welcome to sign up on site the day of the event.

Bark 'N Brew will feature The Bark Place Food Court with food from Davian's and La Masa Empanada Bar with a variety of craft beers from Lagunitas Brewing Company, Good City Brewing Company, and Founders Brewing Company.

At the main stage area, attendees and their dogs will be able to participate and win prizes in various contests like Best Trick, a Dog and Owner Look-Alike contest, an 80's Costume Contest, Best Kisser, and the Furminator (biggest hair-ball). Participants can sign up for contests next to the stage the day of the event. Exhibitors will be on site to educate pet owners on pet nutrition, obedience training, pet care, and grooming and there will be vendors showcasing the latest fashions and pet products that you won't find in stores.

Bark 'N Brew admission is free and a portion of the proceeds from food and beverage sales will benefit Friends of MADACC (Milwaukee Area Domestic Animal Control Commission,) a local nonprofit organization. In addition, Schlossmann Subaru City is donating \$25 for every new Subaru sold between Saturday, August 26 and Monday, September 4 to the organization.

Bark 'N Brew is a rain or shine event. Dogs must be on a leash and be current with vaccines. There will be an off-leash area for dogs to run and play.

Schedule SATURDAY

- 11:00 am – Ultimate Air Dogs Splash 1
- 12:00 pm – K9 Crew
- 12:30 pm – Costume Contest
- 12:45 pm – Look-A-Like Contest
- 1:00 pm – Ultimate Air Dogs Splash 2
- 2:00 pm – K9 Crew
- 2:30 pm – Furminator Contest
- 2:45 pm – Best Kisser Contest
- 3:00 pm – Ultimate Air Dogs Splash 3
- 3:30 pm – Best Trick Contest
- 4:00 pm – K9 Crew
- 4:30 pm – Wiener Dog Race
- 5:00 pm – Ultimate Air Dogs Fetch It

SUNDAY

- 11:00 am – Ultimate Air Dogs Splash 1
- 12:00 pm – K9 Crew
- 12:30 pm – Costume Contest
- 12:45 pm – Look-A-Like Contest
- 1:00 pm – Ultimate Air Dogs Splash 2
- 2:00 pm – K9 Crew
- 2:00 pm – Ultimate Air Dogs Chase It
- 2:30 pm – Furminator Contest
- 2:45 pm – Best Kisser Contest
- 3:00 pm – Best Trick Contest
- 4:00 pm – K9 Crew
- 4:00 pm – Ultimate Air Dogs Finals
- 4:30 pm – Pug Run

Half Marathon & 5K Training Program



Real Racine Half Marathon & 5K
PROUDLY SPONSORED BY KENOSHA RUNNING COMPANY, INC.

Kenosha Running Company is excited to be involved in the first Annual Real Racine Half Marathon & 5K on September 28 & 29

Real Racine Half Marathon & 5K Training Programs

Looking to run your first 5K or Half Marathon or perhaps a new PR? If yes, then we have an ideal program for you! Starting the week of June 23rd, and continuing through the week of the event, we will be developing a personalized program in a group setting.

OUR PERSONALIZED GROUP PROGRAM INCLUDES:

1. Running form evaluation.
2. Dynamic warmup drills to increase your strength, stability, range of motion, and improved running form.
3. Customized work outs based on your current level of fitness and race day goals.
4. Core development, proper foam rolling and stretching.
5. Once a week group workouts.
6. Access by phone, text and email through out the training process.
7. Discount of 25% on all regular priced shoes.

Questions or interested in being a pacer, call Brian Thomas at 262-925-0300 or email briant@kenosharunningcompany.com.

READY TO SIGN UP? Visit www.KenoshaRunningCompany.com or stop by Kenosha Running Company, 1706 - 22nd Ave., Kenosha, WI 53140

For more information on the Real Racine Half Marathon & 5K
<https://www.racinehalfmarathon.com/>

Upcoming area event



SEPTEMBER 14-15, 2019
WISCONSIN
KETTLE MORaine STATE FOREST



An ideal course layout for elite speedsters and those taking their first strides in the world of ultra trail running, The Endurance Challenge Wisconsin course is run-able from start to finish, provided that you've trained properly. A large portion of the course takes place on the renowned Ice Age Trail located 60 miles southeast of Madison in the southern reaches of the picturesque Kettle Moraine State Park.

The Course: The forested area, massaged by monstrous glaciers many millennium ago, contains wake-up-call hill climbs of 200-300 feet and enough undulating terrain to challenge even those granite-legged mountain runners. Overall, the soft, forgiving course is primarily single-track peppered with slightly wider, equestrian sections.

Discount Code: **KENOSHA20** for 20% off any race distance.

Register Today:

<https://www.thenorthface.com/get-outdoors/endurance-challenge/wisconsin.html>



The Most Scenic 50-Mile Run in the Midwest!

Saturday, October 26, 2019 • Door County, Wisconsin
Register today at: www.fall50.com

In mid-to-late October, the fall colors explode across the landscape of Door County and what better way to enjoy them than with a 50-Mile Solo Run?

The 14th annual Fall 50 Solo is a point-to-point road ultra that traces a route from Gills Rock at the tip of the Door peninsula all the way to Sturgeon Bay. Along the way, you'll encounter gently rolling hills, scenic water views, wooded landscapes, and the charming towns of Door County - all against a backdrop of fall color and crazy relay teams. This is a great race with 50-Mile PR potential!

This year we have a lot of exciting changes in store for the Fall 50 Solo, including:

- **NEW 12-Hour Time Limit**
- **Solo-Only Finish Line Tent**
- **Dedicated Finish Line Food for Solo Runners**
- **Massages and More!**

Run in conjunction with the Fall 50 Relay, the Fall 50 Solo offers you the opportunity to experience Door County in a way you've never experienced it before! Afterwards, stick around for our EPIC finish line party, complete with all-you-can-eat pizza, beer, wine, and soda. You don't want to miss it!

Where to find Kenosha Running Company?

Kenosha Running Company is proud to be a part of the community. Here are a few places you can join us during the next month. We hope to see you there...

05/03/19	Wisconsin Marathon Expo	Kenosha Public Museum	10:30 a.m. - 7:00 p.m.
05/04/19	Special Olympics	Racine	9:00 a.m. - 5:00 p.m.
05/04/19	Special Olympics	Muskego	9:00 a.m. - 5:00 p.m.
05/11/19	Do It For the Donuts 5K/10K	RecPlex, Kenosha, WI	9:00 a.m. - 1:00 p.m.
05/18/19	Annual Husky Hike	Van Patten Woods, Wadsworth, IL	9:00 a.m. - 1:30 p.m.
06/07/19	Special Olympics State	Stevens Point, WI	

Please contact us a (262) 925-0300 or briant@kenosharunningcompany.com for more information on any of these listed events.



Exciting Announcement



Girls on the Run of Southeastern Wisconsin Expands to Kenosha and Walworth Counties!

Girls on the Run of Southeastern Wisconsin is thrilled to announce that we are now expanding our program to Kenosha and Walworth Counties. Currently, we have over 100 sites throughout a five-county area (Milwaukee, Ozaukee, Racine, Washington, and Waukesha) and will serve over 2,000 girls in 2019. With the addition of Kenosha and Walworth Counties, we are truly serving Southeastern Wisconsin.

Girls on the Run is a positive youth development program designed to empower and support girls in 3rd-8th grades. Using an intentional curriculum that integrates running and physical activity into life-skills lessons, trained coaches work with small teams of girls in a safe and supportive setting. Girls on the Run provides families with scholarships so that all have access to the program and all can participate.



Girls on the Run of Southeastern Wisconsin is an independent 501(c) 3 non profit that is part of a national Girls on the Run that empowers over 200,000 young girls across the nation and hosts the largest 5K series in the nation.

For more information on starting a site or getting involved, please visit to www.girlsontherunsoutheasternwi.org.

Volunteer opportunity

A photograph of three athletes in wheelchairs on a track. The athlete in the foreground is wearing a blue jersey with 'GATEWAY' on it and a blue helmet. The athlete in the middle is wearing a grey jersey and a green helmet. The athlete in the background is wearing a blue Superman jersey and a black helmet. The text 'BECOME A VOLUNTEER COACH!' is overlaid in white on a dark green circular background.

BECOME A VOLUNTEER COACH!

Join Great Lakes Adaptive Sports Association's Track and Field team! Assist in coaching track and field athletes who have a physical or visual disability. Knowledge of track or field is preferred. Contact Cindy Housner, chousner@glasa.org or 847-283-0908.



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!



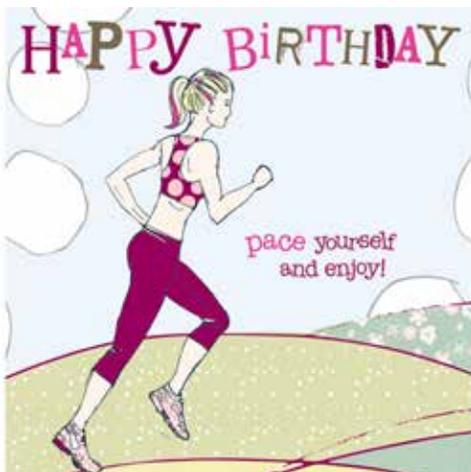
I am looking for those that are connected to different military groups that we can reach out to and that you can personally invite. We are also looking for financial supporters whether individuals or companies to assist in making this program maintainable and sustainable for the long term.

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@kenosharunningcompany.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.

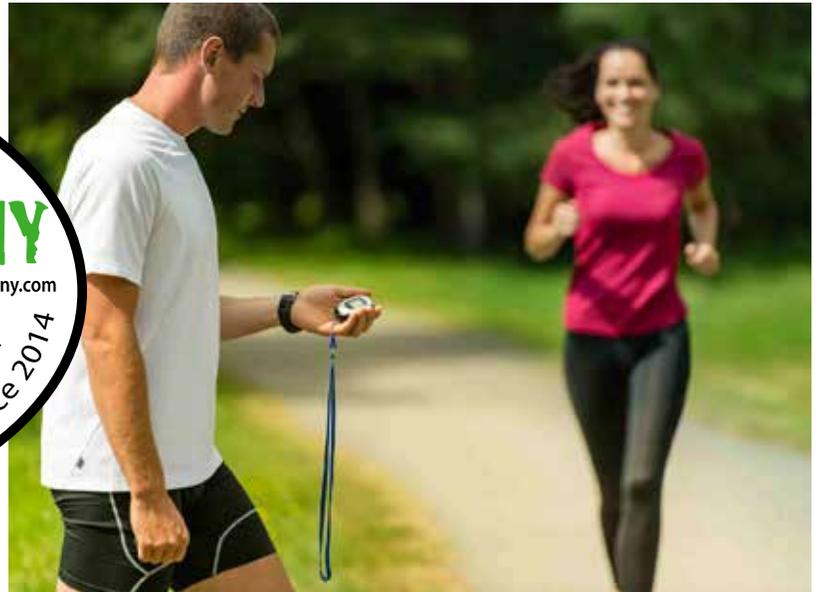
If you have a birthday in the month of one our events, you can run for FREE... provided you get at least five friends to join in running or walking our event. These friends need to signup online or at our store prior to the event and pay the normal entry fee. When they sign up online, we have a question 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

Beyond our physical fitness

Focus

By: Tim Barthel



This month's article will take a break from sharing ways to be financially fit. I want to take some time to wax poetic about finding focus in life. The picture of me as a sweaty mess is from January when I decided to recommit myself to my training. Like most people, at the beginning of the year I had great hopes in mind to achieve my fitness goals. Also, like most people, now that it is almost May I am reflecting on my lack luster results so far this year. So I said to myself, "Self, what's the problem?" The answer that I landed on was focus or better yet lack of focus. My hope at the beginning of the year was to be down at least 10 pounds by this point. On a good day I am down 6 pounds. My hope at the beginning of the year was to be running a solid 10 minutes at a 7.0 pace on my treadmill. On a good day I am averaging a 6.7 pace. So where does that leave me? I need to reassess my situation and find my focus.



One Thing

So many of us think we are super star multi taskers getting a bunch of stuff done at once. The truth of the matter is that it takes a rare person to do this well. Most of us are more productive when we pick one thing to focus on and go after accomplishing that one thing. By having this focus on one thing you are able to accomplish your chosen task and move on to the next focus. In having a focus on one task you reap two benefits. First, you complete something quickly and efficiently. Second you attain a sense of accomplishment. Both of these things help you to move on to focus on the next task. Doing this turns your focus from a flashlight to a laser pointer. Personally when it comes to my training, I need to take a step back to determine what one thing is most important for me to focus on. Is it running faster or losing weight or something else.

Take Time to Unplug

We live in a world that is full of constant distractions so everyone uses the excuse of not having enough time. We all have the same number of hours in the day, it is all about how we use them. A great way to regain your focus in life is to take the time to unplug. Even if it is for 15 minutes during the day. Use this time for self-reflection. Think about the things you want to accomplish. Think about the things you already have accomplished. Just take the time to breath. The key to doing this is really unplugging. Make sure you have no electronic distractions. Tell everyone who may physically seek you out that you are taking a moment to center yourself. After that find a quiet place so that the mood is right for thinking. This is not an easy thing to do but the benefits are amazing. I am an early riser so I usually find a comfy place in my house to do this in the morning so that I can start my day off right.

Stick With It!

If at first you do not succeed, try, try again. It is not easy to maintain focus in your life. You will hit bumps in the road. That is okay. The key to success in anything is sticking with it. The time we put into something is what makes us successful in that thing. It takes time to develop new habits or get rid of old habits. The only way to maintain your focus in the long run is to stick with it. Remember to focus on your one thing. Remember to take time to unplug.

You will find focus in your life if you seek it out. Take the time for self-improvement. Your future self will thank you. By focusing it will allow you to make a difference by using the time you are blessed with in this life.

Tim Barthel is President/CEO of Southern Lakes Credit Union in Kenosha, WI. He has been part of the Credit Union movement for 17 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. Open an account today and experience the difference of being a member owner.

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**
Wisconsin



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)



May shoe special



Altra Escalante 1.0

Only \$70.00

Buckle in for a fast ride and maximum comfort in the Escalante running shoe. Enjoy Zero-Drop® natural strides and the roomy toe box Altra is known for during speed work, racing or training. Your new Altra Ego™ midsole gives you a softer feel and faster response than the A-Bound midsole used on other models. Wrap feet in a sleek, sock-like fit that goes totally unnoticed. Zero Drop™ Platform places your heel and forefoot the same distance from the ground to promote technique and the FOOTSHAPE™ Toe Box: Allows the toes to relax and spread out naturally. Speed away in your Escalante thanks to an outsole design that limits ground contact time!

Zero drop. Neutral Shoe. Cushioning 4/5 with 5 being the most cushion.

**Women's available in Light Blue and Magenta.
Men's available in Red and Blue.**

Regular Price \$130.00 **Now \$70.00**

Feature shoe of the month



Greyhound (Women's)

Salming latest addition to the road segment is a road warrior and a shoe tailored for hard-surface running.

The Greyhound is a women's running shoe that is crafted for hard-surface running and the impact forces with it. It is equipped with Salming's most durable performance outsole material to date, developed by long term partner Vibram. A racing slick design with minimized outsole pattern for excellent traction on dry and wet hard surfaces such tarmac, asphalt concrete. The main body upper contains a lightweight one piece 3 layer construction that holds the foot in place, provides great breathability and a snug fit. The tongue construction features a gusset construction to add to the comfortable wrap-around feel and the laces are racing thin.

Salming has a holistic, full body view of running using the Salming Running Wheel as its model. The center of the wheel is the biomechanics of running and the five spokes (light, flexible, flat, thin, comfortable anatomic fit) are shoe design characters to make the wheel roll as frictionless and as balanced as possible.

Neutral Shoe. Cushion level 4/5 with 5 being the most.

The Greyhound is \$155.00 — Unleash the Greyhound in you!



Special offers

25% off

Don't miss this exclusive deal!

High mileage neutral running shoe great for everyday training. Experience comfort and performance in this efficient high mileage trainer featuring a seamless vamp and full ground contact outsole for a natural ride. Soft and responsive cushioning delivers long-lasting shock absorption and guidance. Fitz-Rite midfoot support holds the foot securely yet comfortably. 361° engineering provides for a natural and balanced toe off and enhanced ground contact for better acceleration.



361-MERAKI (women's)



361-MERAKI (men's)

Neutral Shoe. Cushion level 4/5 with 5 being the most cushioned. Women's in Diva Pink/Tart and Men's in Black and White. Hurry in sizes are limited!

Regular Price 129.95 **Sale \$97.46**

**361° More Miles
More Smiles**

Stop by the Kenosha Running Company store to take a pair for a test run (1706 - 22nd Avenue, Kenosha, WI) or if you have any questions, please e-mail briant@kenosharunningcompany.com anytime or call 262-925-0300.

CaniCross specials for May

Trekking Belt

20% off (black only)

Sale \$39.99 Regular price \$49.99

The Trekking Belt ideal for running, hiking and skijoring. Excellent thick padding all around. Adjustable leg straps which can be removed if not required and the waist is adjustable from 75cm to 125cm. Worn below the waist to distribute the pressure and ensures that the pull from your dog doesn't become a strain for your back. On the front of the belt is a hook to easily attach the running line and to meet any needs for a quick release from the dog.



Non-stop
dogwear.no
"release your dogs potential"



Løype Belt

Only \$89.99

Løype Belt is a highly technical belt designed for running and skiing with your dog. The result is a comfortable belt made with an innovative breathable material. Adjustable leg straps keep the belt

in position and stable over the hips, for ergonomically correct pulling points. It is built to maintain an optimum technique, which helps to prevent strains or back injuries. It has a padded pocket for accessories or your phone. Your leash will be attached to the detachable quick release hook enabling you to separate when needed. The pulling point can be adjusted on both sides to loosen the pressure on your hips. Extra loops are provided on the back of the belt for a leash when not in use. This breathable mesh belt comes in two sizes, small (60cm) and medium (70cm) giving it a better fit for all runners.

XC Thrillology product & gear



store



Online -or- Brick & Mortar

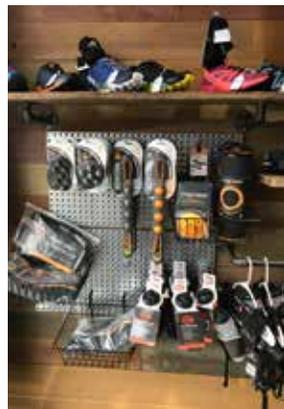
Where and when you need...

Online Store

(<http://www.krco.mybigcommerce.com>)

Specialty Destination

1706 - 22nd Avenue, Kenosha, WI





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>Thursday, July 4, 2019</p>	 <p>Sunday, Sept. 22, 2019</p>	<p>LOCATIONS:</p> <ul style="list-style-type: none"> ☯ Bristol Woods County Park, Bristol, WI ☯ Lake Geneva Canopy Tours, Lake Geneva, WI ☯ Lake Geneva Recreation Area, Kansasville, WI ☯ Petrifying Springs Park, Kenosha, WI
 <p>Watch for our 2020 event!</p>	 <p>Saturday, July 27, 2019</p>	 <p>Sunday, Oct. 20, 2019</p>	<ul style="list-style-type: none"> ☯ UW-Parkside XC Course, Kenosha, WI ☯ Silver Lake Park, Salem Lakes, WI
 <p>Watch for our 2020 event!</p>	 <p>Saturday, July 27, 2019</p>	 <p>Saturday, Nov. 23, 2019</p>	<p>Saturday, Dec. 7, 2019</p>