



Issue #26 • June 2017

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

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XC Thrillogy

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Summer is here... & boy do we have some fun planned for each of you!!

Last October we started the process of developing our 2017 event calendar and thought how we could evolve our events and introduce more of the great trails in our area. In conjunction with the Kenosha County Parks Department, we created the <u>Summer Running</u> <u>Series</u>. On six Wednesday nights throughout the summer we will be exploring each of trail systems in the six different county parks, starting with <u>Bristol Woods</u> on June 14th. These are dog and family friendly, BYOB and bring a picnic for after the run or walk. The cost for all six is only \$48 or an individual event is \$12 or \$20 for a couple and \$27 for a family of three or more, <u>sign up online</u> or on the day of the event.

We kick off the Summer **this Saturday** (June 10th) with the Third Annual <u>Coureurs de bois</u> <u>Trail Run & Relay</u> at Petrifying Springs County Park in Kenosha, WI. Optional river crossing for all runners and walkers on this 4-mile looped course along the Pike River. Distances are 4m, 8m, 12m and 16 miles and can be run as a two person relay. We have our unique Swag Buffet, traditional crepes, craft beer, pizza, fruit buffet, soda, etc... This is also a dog friendly event.

Also on the Summer Calendar; <u>Hilloopy 100+ Relay</u> and you are invited to join an XC Thrillogy Team, <u>Hot Hilly Hairy</u> with a distance for everyone and <u>Running Free Trail Run &</u> <u>Beach Party</u>.

On a more personal note, as race developer, high school coach and owner of a couple small businesses... my running has been less than desired... that is changing and I could use some company along the way! We will start our summer running group next Tuesday, June 13th. We will meet every Tuesday and Thursday throughout the summer at 5:30 p.m. at the parking lot across from the <u>UW-Parkside Cross Country Course</u>. In addition to the run and walk, I will also provide guidance on our dynamic warm-up and core & stretching routine post run/walk. Please contact me if you have any questions or would like to join us. E-mail: <u>briant@kenosharunningcompany.com</u> or call 262-925-0300.

I am looking forward to a summer filled of running, meeting new faces and renewing friendships.

Running it is just a way of life. Brian

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



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Saturday, June 10 at 9:30 a.m. Petrifying Springs County Park, Kenosha, WI 4 or 8 mile walk • 8, 12 or 16 mile run • 16 mile 2-person relay Same Day Registration Available!! Bring a Friend to Join the Fun!

Petrifying Springs County Park in Kenosha, WI, is the location and provides perhaps the best trails along the Pike River. This is an ideal trail running and walking event for the more adventure-minded runners and walkers. You will encounter single track trails, groomed trails, up and down hills, and, if the Pike River cooperates, a river crossing (the water at the crossing points is typically less than 12 inches deep). If the course sounds a little challenging, at times it can be, but it is welcoming and we promise that you will love this course!

Coureurs de Bois (which means to run in the woods) offers four different distances for runners; 4 miles, 8 miles, 12 miles and 16 miles and two different distance for walkers; 4 miles and 8 miles. Runners can also run the 16 miles as a two person relay, alternating the 4 mile loop. The relay as it turns out can be a great event for couples with younger children, while one runs the other is playing with the kids! Last year a couple told me it was the first time they could run the same event together!

Packet Pickup: starts at 8:30 a.m. Same Day Registration also starts at 8:30 a.m. Serving crepes, fruit buffet, pizza and beer and soda.





Sign up for all 6 for only **\$48**

June 14th – Bristol Woods (Pringle Nature Center) June 28th – KD County Park July 12th – Fox River Park July 26th – Silver Lake Park August 2nd – Brighton Dale August 9th – Petrifying Springs

** same day sign up starts at 5:15 p.m. for all dates. Check it out... <u>click here!</u>



Kenosha County Parks Department and Kenosha Running Company, Inc. are working together to introduce all the great trails for runners and walkers throughout Park System. Runners and walkers of all abilities and level of fitness are welcome. Most trails routes will be between two to three miles and you are welcome to run or walk multiple loops of the course if desired. The Wednesday Series will go throughout the summer with each one starting at 6:00 p.m. There will be a small entry fee for each event and family entries will be available for a discounted amount. These will all be dog-friendly events as well.

Individual ... \$12

Couple (spouses, parent/minor child, partners same household) ... \$20.00 Family (spouses, parents/minor children, partners with minor children same household) ... \$27.00 Individuals running all of the races ... \$48.00 ~ page 3

Upcoming events...

- Coureurs de bois
 Trail Run & Relay
 Saturday, June 10
 Petrifying Springs Park
 Kenosha, WI
- Summer
 Trail Running Series
 June 14 & 28
 July 12 & 26
 August 2 & 9
- Ahnapee Summer Solstice Ultra Run Saturday, June 24 Sturgeon Bay, WI
- Hot Hilly Hairy Saturday, July 29 Kenosha, WI
- Hilloopy 100+ Relay Saturday, July 29 Kenosha, WI
- Running Free
 Trail Run & Beach Party
 Sunday, Aug. 20
 Silver Lake, WI
- Oktoberfest 5K+ Saturday, Sept. 9 Paddock Lake, WI
- Pike River Trail Run/Walk
 Saturday, Sept. 30
 Petrifying Springs Park
 Kenosha, WI

All events held in the Kenosha County Parks are presented by:



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Wanting to run on a Hilloopy Team, but no time to organize a team? Then run on our team, the XC Bandits!

We are in the process of putting our XC Thrillogy Hilloopy Teams together. Last year we had two teams and plan on having 2-3 teams this year. Everyone who signs up for one of our teams will be treated to an XC Thrillogy exclusive t-shirt if you sign up by April 1st. The Hilloopy 100+ Relay is 33 loops on the 5k cross country course at UW-Parkside in Kenosha. It is the tailqate running party of the summer! You just need to be able and willing to run 2-4 loops and each team will have 9-12 runners.

The information you will need: XC Bandits Team: Click here...

https://www.raceentry.com/races/ hil100py-relay/2017/register Click on the Register teammate in the open division category. Search for XCBandits in the team drop down menu Enter the password Bandits

For further information, please call 262-925-0300 or e-mail stephaniez@kenosharunning-company.com

Saturday, July 29, 2017

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

If you would like to run with one of our XC Thrillogy Teams, contact Stephanie at <u>stephaniez@kenosharunningcompany.com</u>

Sign up your <u>Hilloopy</u> Team NOW!!!

Mark your 2017 calendar, program your GPS and start forming your team(s) for perhaps the Best Ultra Relay Event in the Midwest. The Hil100+py Relay is held at the Wayne E. Dannehl National Cross Country Course on the campus of UW-Parkside in Kenosha, Wisconsin. In the simplest terms, this is a running tail-gate party on one of the best high school and collegiate dedicated cross country courses in the country.

There is no limit on the number of runners per team, but there is a minimum of two runners per team. Each team will run 33 loops on the 5K course, not everyone has to run the same number of loops but everyone does have to have a great time! We track the number of loops for each team, provide loop splits for all 33 loops and provide continuous live updates on a large screen near the exchange zone. We have also decided to change the format for entry fees, it will be based on the number of runners on your team.

New for 2017: Assigned Team Tent Areas. This will be determined in the order in which your team signed up. For example, first team to sign up will be in the first spot by the start/finish line. We will also be offering a valet service to assist in unloading and have all the supplies, tent, etc. taken to you assigned to team area.

Housing will again be available at University of Wisconsin – Parkside. The Kenosha Running Company will be putting teams together for those individuals looking for a team. For more information, call 262-925-0300 or e-mail Stephanie at <u>StephanieZ@kenosharunningcompany.com</u>.

CLICK HERE FOR MORE INFORMATION! CLICK HERE TO SIGN YOUR TEAM UP!

XC Thrillogy Neuspite





and Relay

Saturday, July 29, 2017

The Hot Hilly Hairy Ultra Events are back and calling out to your Inner Ultra SELF! Mark your calendar for July 29th, 2017 and start your training. You will be running on the Wayne E. Dannehl National Cross Country Course on the campus of UW-Parkside in Kenosha, Wisconsin. This is definitely a tailgate party-like environment and you are encouraged to bring family and friends to enjoy this great event, and have some fantastic food and craft beverages. We will have a DJ playing music throughout the event, live status time and place updates on a 36" screen.

NEW 2017 Running Distances:

- The Death March 18 hours (6:00am start only) and finishing at midnight. 85K (6:00am start only) 50K (6:00am start only)
- The Dragon Dare 65K (30K at 6am 20K at noon 10K at 6pm 5K at 9pm)
- 30K (6:00am start only) •
- 20K (6:00am start) (noon start) (6:00pmstart)
- 10K (6:00am start) (noon start) (6:00pmstart)
- Charge the Knight 5K (9:00pm start)

CLICK FOR MORE INFO CLICK TO SIGN-UP



for women

for men

EVENT HOUSING

UW-Parkside is offering housing in Ranger Hall. Single (\$35/ night) or double (\$64/night). Reservations required. Reserve by July 7th to have linens in your room. Reservations made after July 7th will have to provide own linens. Check in starts noon Friday and check out noon on Saturday or Sunday. Payments made at check in. Check or exact cash only. To reserve a room email housing@uwp.edu. 262-595-2320 from 8-4:30 Mon.-Fri.

If you are battling cancer... our events are FREE for you.

If you are battling cancer our events are FREE to you. Many of you who that have ran, walked or assisted with our events have met my wife Tammy. She shared an article with me of a woman battling cancer and decided to run seven marathons on the seven continents in seven days.

Then I had this thought... I want to make all of our events free to those battling cancer. I have been lucky enough to not have been touched by cancer so I cannot imagine the battle one faces. I do know that the runners and walkers that attend our events are some of the most loving, thoughtful and kind people I see on a regular basis. If you need your spirits lifted and being around positive happy runners, walkers and a few dogs on occasion sounds perfect, then please join us.

Simply print out the regular event mail-in entry form, fill it out and simply write "I Believe" on the entry form. Then either mail it or bring it along with you to the event. Please share this with those that would benefit. Love to you that are currently fighting or have a loved one fighting this fight.

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PLANNING ON RUNNING FOR A CHARITY IN 2017?

If yes, then our <u>"RUNDRAISING"</u> program will be perfect!

Here is how it works for Charity Runners:

Invite your friends and family to participate in our events, have them mail in the entry form and write your name on the entry form. The amount we will donate per entry and event varies per event. It is really just that simple. Just email us first to let us know the name of your charity, your name, mailing address and phone number.

Charities, looking to raise awareness and funds for your organization?

Simply invite your supporters, friends and family to attend and support your cause. We will create a special entry form for you to use and distribute. For each entry received, you receive a portion on the entry fee (the amount varies depending upon the event).

Visit our website or contact Brian Thomas at... briant@kenosharunningcompany.com or Stephanie Zuehls at stephaniez@kenosharunningcompany.com or 262-925-0300

The Summer SWEAT-shirt Series

Summer SWEAT not only moves you towards your goals and gives you a sense of accomplishment, this year, summer SWEAT can also garner you an XCThrillogy Sweatshirt! You already know that you are going to attend our events for fun, fitness, or to train for a goal. Why not sign up in advance and get free and fashionable sweatshirt too?!?

Registration for Summer SWEAT-shirt Series includes entrance to 4 XCThrillogy events AND a quite fashionable **FREE XCThrillogy Hoodie**!



June 10th -- Coureurs de Bois at Petrifying Springs Park, Kenosha Aug. 20th -- Running Free Trail Run and Beach Party at Silver Lake Park, Silver Lake Sept. 9th -- Oktoberfest 5K+ at Old Settlers Park in Paddock Lake

Kenosha Cty Parks Summer Trail Run Series

June 14th -- Bristol Woods, Bristol June 28th -- KD Park, Burlington July 12th -- Fox River Park, Burlington July 26th -- Silver Lake Park, Silver Lake Aug. 2nd -- Brighton Dale Park, Kansasville Aug. 9th -- Petrifying Springs Park, Kenosha

The Summer SWEAT-shirt Series is only available for a limited time, so be sure to

REGISTER SOON!

4th Annual Ahnapee Summer Solstice Ultra Run

Saturday, June 24, 2017

30 and 50 Mile Distances | Solo and Team Events Start - Sturgeon Bay Trailhead - Ahnapee State Trail Finish - Kewaunee County Fairgrounds, Luxemburg 7:00 am solo start / 8:00 am team start

All you can eat and drink party at the finish line for all participants with tickets, available for non-runners as well! **REGISTER TODAY!!!**





Kenosha Running Company just keeps growing!

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://</u><u>www.kenosharunningcompanystore.com/</u>), was a 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!



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 Swag for Sale

String Bag	\$8.00
Large Red Duffle Bag	\$20.00
Frisbee	\$3.00
HooRag	\$8.00
Stainless Steel Water Bottle	
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 Cream.	\$13.00
Trail Toes Foot & Body Cream.	\$22.00

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



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on the

rails



Saturday, September 30, 2017

(in conjunction with Pike River Trail Run/Walk) Petrifying Springs Park, Kenosha, WI Starts at 10:15 a.m. **Saturday, December 9, 2017** (in conjunction with Hateya Trail Run) Petrifying Springs Park, Kenosha, WI Starts at 10:15 a.m.

we put the

REGISTER TODAY!!



"A CaniCross Adventure"

NEW EXCLUSIVE CaniCross Adventure

Sunday, Nov. 5, 2017 KD County Park, Burlington, WI • 10:00 a.m.

DISTANCES (estimated as of 4/11/2017):

- 2.5 mile run/walk short course 11:20 a.m.
- 3.5 mile run/walk one loop 10:00 a.m.
- 7 mile run/walk two loops 12:20 p.m.
- 1 mile test drive adopt a dog 10:50 a.m. (all starting times are estimated)

We put the tails on the trails!!

Kenosha Running Company has made a commitment to host CaniCross events in 2017. These events will be dedicated to dogs/owners only and the distances will be approximately 3-4 miles. All of our trail events are dog friendly, so if you prefer to walk with your dog or run a farther distance you are welcome to sign up for the regular trail events as well.

All of our events are held in Kenosha County, WI, the far southeast corner of the state, about 5 miles north of Chicago and 25 miles south of Milwaukee. The CaniCross events will be held at three different county parks on dirt, groomed and grass trails. There are some single track trails, with some roots, rocks and an optional river crossing for two of the events. Our trail events are very laid back, we generally have bonfires, always good food, beer, soda, etc. waiting at the finish for everyone. I am not big into awards, but will find unique and personal ways to recognize many that attend and make everyone feel welcome.

So if you are new or a veteran in running with your dog, you are welcome to join us as we introduce and learn about this growing sport. I am open to ideas, suggestion and your assistance to make these better with each passing event. Please reach out to me by e-mail or call 262-925-0300.

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PET RUNNING GEAR:

https://www.kurgo.com/dog-running-gear/







KENOSHA, WISCONSIN... is the

Featured Trail Town from the American Trail Running Association

CHECK OUT THE ARTICLE AT... http://trailrunner.com/trail-news/featured-trail-townkenosha-wisconsin/#.WTW1kWQXSfE.facebook



THRILLOGY

We are looking to sponsor or promote Running or Walking Events

We are interested in sponsoring your event or promoting it through our monthly newsletter that reaches over 6,000 runners, coaches, race directors, walkers, etc.

Contact Brian Thomas 262-925-0300 or e-mail briant@kenosharunningcompany.com

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Become an XC Thrillogy Event Sponsor Become a Sponsor and ...

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.

The XC Thrillogy event will attract runners throughout the Midwest, as we are focusing on that 10 state area. We have developed an extensive database, and we will also be promoting our event at numerous other running events throughout the year and with cooperating race management companies. We will be marketing our sponsors before and beyond race day - with targeted e-mails to our database segments, by using social media to its fullest extent, and through personal presentations to select running clubs and at running events. All of this means you will get greater value for your sponsorship investment..

Please feel free to e-mail briant@kenosharunning company.com or call 262-925-0300



When you run, you should feel and relish in the burn of a great workout. You should NOT 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 "Rundraising" Program WELCOMES:

Friendship

Clubhouse









Associated with a charity that would like to enhance awareness or have a fundraiser? Our program would be a great fit. If you are a runner or walker and raising money for a charity, you can use our events for your cause. Contact Stephanie Zuehls at stephaniez@kenosharunningcompany.com or call 262-925-0300



Scarpa Introduces the **SPIN!!!!**



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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.

*** 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.)

NorthFace Endurance Challenge

Kettle Moraine State Forest

Saturday, Sept. 16: 50 Mile, 50k, Marathon & Marathon Relay

Sunday, Sept. 17: Half Marathon, 10k and 5k

Event Website: http://bit.ly/1L3UVgf Registration Page: http://bit.ly/2kCl8JG

For more information on the Endurance Challenge, including how to register, email: <u>endurancechallenge@publicishawkeye.com</u> Don't miss this chance to challenge yourself on the trails of Kettle Moraine State Forest!

Use XC Thrillogy's discount code (KRC15) to receive 15% off.

*** Visit the XC Thrillogy tent on Sept. 16th & 17th at the Finish Line Festival and receive... XCT swag (limited to first 100) and special discount codes for upcoming XCT events. Drawings for FREE entries.



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XC Thrillogy events!

JANUARY

Schnee festsitzen

Sun., Jan. 21, 2018

Bristol Woods Park

Bristol, WI

Sun., Mar. 11, 2018

KD Park

Burlington, WI

HILS

TRAIL RUN/WALK

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!!)

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.

ail Adventure Sun., Feb. 18, 2018 Bristol Woods Park Bristol, WI



www.XCThrillogy.com

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.

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 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

RELAY

Sat., July 29, 2017 UW-P National XC-Course, Kenosha, WI

> 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.

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.

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.



Sun., Aug. 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.

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.

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.