



XC Thrillology Newsletter

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XC Thrillology Gift Certificates!

The perfect event/race gift for that special runner/walker in your life.

[Check them out today!!](#)

Personal Message from Me to You...

Last month I started the process of introducing myself and will continue that this month, share a few highlights, and encourage you to support our efforts at the Running Free Trail Run & Beach Party Event on August 13th.

I have to start with the biggest running weekend on the XC Thrillology calendar, that being the Hilloopy 100+ Relay and Hot Hilly Hairy Ultra. If I could only use three words they would be, WOW WOW WOW! Everyone was simply amazing in all regards and it kept me completely energized despite being completely exhausted at the same time! This second year event grew from 15 Hilloopy Teams embracing 33 loops of the Wayne E. Dannehl National Cross Country Course to 23 registered team in 2016, and the Hot Hilly Hairy Ultra grew from 88 to over 170 this year. Yes this gets me fired up! I am already thinking about how to make this event better for 2017.

High School Cross Country Season is fast approaching and as a coach for small Christian High School in Kenosha, I am once again ready to steal all the energy I can from the kids I coach! It is my secret fountain of youth and I hope I give back as much as I take. I have this theory, that love is one of God's great natural resources the more you share it the more you have. That is the energy I am talking about. If you have an opportunity to coach at the high school or middle school level, do whatever is necessary to make that happen. This will be one of the greatest gifts to yourself.

Several weeks ago, I made a decision to change the format of the Running Free Trail Run & Beach Party. At first it was an invitation-only event... then the police shootings and the demonstration basically against our law enforcement officers happened. So now this event is FREE for all Law Enforcement Officers and I will need your assistance for this event. First, I need you to invite all your friends and family that are in law enforcement, whether they are a runner or walker or simple want to enjoy a day around people who appreciate them. Second, I need for you to invite all your other friends to come out and join in and show their support. More information is in this newsletter.

Thank you so much for all your support and encouragement.

Running it is just a way of life.
Brian



Summer Running/ Walking Program...

Need a little guidance or accountability to get where you want to be? Perhaps you have your sights on an upcoming event or simply want to get back to a level of fitness that suits you. The first two weeks of August, we will meet Monday - Friday 5:30-7:00 p.m.

You can count on a balanced work out for runners and walkers of all abilities. Our work outs start with a dynamic warm up, followed by the work out for the day (work outs are based on level of fitness & ability), core exercises and stretching. The fee is \$10.00 per week. You will be running/walking on the bike path, Wayne E. Dannehl National Cross Country Course and the trails though Petrifying Springs County Park and along the Pike River. (Kenosha, WI)

Questions and to register, contact Brian at 262-925-0300 or email briant@kenosharunningcompany.com



REGISTER
Today!!

Running Free Trail Run and Beach Party!! Saturday, Aug. 13 • 10:30 a.m.

Bong State Recreation Area, Kenosha (Kansasville), WI

We have mixed things up a little bit from our original idea of making this an invitation-only event, only those that have run in one of our previous events were invited and they could invite others to join them. Some life events have altered my thinking and will now open this event up to those that have experienced our events and those that should!

I also want to do something unique, at least for us...

This event will be FREE for runners or walkers that are current or retired Law Enforcement Officers

The code when entering for Police Officers only is [Hero](#)

Those that are not Police Officers, I hope you will come and support our event and attending Police Officers.

This will be a family-friendly event, located at the Richard Bong State Recreation Area with the 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). Current distances are estimated. We will be running primarily on the Blue Trail, which is wooded, hilly, some open spaces and has great scenic views.

This will be a very special event that will be highlighted with good food, craft beer, craft soda, music, creative swag, beach fun and amazing trail-loving runners/walkers. There will be awards, some embarrassing, others personal, some based on performance/effort and they will all be memorable. Non-running family members and friends are invited but there will be a "Guest Fee" (not everything is free!!). The State Park Daily Fee will be included in the pre-registered entry fee only if you do not already have a state park pass. There will be same day sign up and you will need to pay the State Park Daily Fee.

There will be games to play pre/during/post the run-walk. I also encourage you to bring your kayak or canoe and yard games. In addition to the food and drink we are supplying, you are encouraged to bring your own food to grill and make this event a special day for you and your family.

Check your calendar, and lock in Saturday, August 13th. [Register today... click here.](#) Questions or suggestions on how to make this a great event, please contact us... office 262-925-0300 or email briant@kenosharunningcompany.com

County Executive 5K

Sat., Sept. 10, 2016 • 10:00 a.m. • Old Settlers Park, Paddock Lake, WI
Run (5.3K) or Walk (5.3K)

Please join the Kenosha County Parks Department and Kenosha County Executive Jim Kreuser in celebrating Oktoberfest with a morning run/walk that will be family-friendly and enjoy the scenic neighborhood surrounding Paddock Lake.



The start and finish will take place at Old Settlers Park, 24100 75th St. (Hwy. 50), Salem, WI 53168. We encourage you to dress in Oktoberfest theme to add a little fun and bring a few like-minded friends and family. After you finished with your run/walk, you will enjoy great food, beer and other beverages. Then plan on staying and enjoy all the activities during Oktoberfest!!!

REGISTER TODAY!!

FAMILY PRICING!!!!

Individual Runners or Walkers:

\$23.00 (through Sept. 7, 2016)

Two People - Same Family:

\$42.00 (through Sept. 7, 2016)

Three or More People - Same Family:

\$53.00 (through Sept. 7, 2016)



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

Upcoming events...

- Mosquito Hill Endurance Runs
Sunday, August 7, 2016
New London, WI
- Running Free
Trail Run & Beach Party
Saturday, August 13, 2016
Kenosha, WI
- The Senior Olympian 5K/10K
Saturday, August 13, 2016
Racine, WI
- Sprint for Spina Bifida 2016
Saturday, August 13, 2016
Wauwatosa, WI
- County Executive 5K+
Saturday, Sept. 10
Paddock Lake, WI
- Wolf Lake Trail Run
Sunday, Sept. 25
Kenosha, WI
- Wolf Pack Trail Run/Relay
Saturday, Nov. 12
Kenosha, WI
- Hateya Trail Run
Saturday, Dec. 10
Kenosha, WI

XC Thrilllogy Partnership Events

Kenosha Running Company / XC Thrilllogy are now official training partners for:

[Fox Cities Marathon & Half Marathon](#)
September 16-18 Discount code: [KRUNCO16](#)

[The North Face Endurance Challenge](#)
15% off Discount Code: [KRC15](#)
[Kettle Moraine State Park, WI](#)
Sept. 17-18
[Park City Mountain Resort, Utah](#)
Sept. 24-25



HIL100+PY

RELAY



A picture is worth a thousand words...



Wolf Pack Trail Run/Relay

Sat., Nov. 12, 2016 • 10:30 a.m.

Bong State Recreation Area

Kenosha (Kansasville), WI

Mark your calendar for a great new ultra distance trail running and walking event at Bong State Recreation Area. We are in the process of finalizing course details, but after running out there the past several months everyone will be pleased with our course. In the process of determining the best course from a runner, walker, course support and spectator friendly perspective we will have a figure eight course for the 42 mile, 28 mile and 14 mile distance and 4.5 mile distance around Wolf Lake. The distances are estimated at this point and the starting times will be 7:45 a.m. for the 42 and 28 mile and 10:00 a.m. for the 14 mile and 4.5 mile distance. Runners are welcome at all distances and walkers are invited to embrace the 4.5 mile, 14 mile and 28 mile distances. In addition to the solo events, you and a partner(s) will have the option to enjoy the same distances but as a relay team. 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. Please visit our [website](#) and [Facebook page](#). **REGISTER FOR THIS UNIQUE EVENT TODAY!!**



TRAIL DESCRIPTION: Trails south of Highway 142

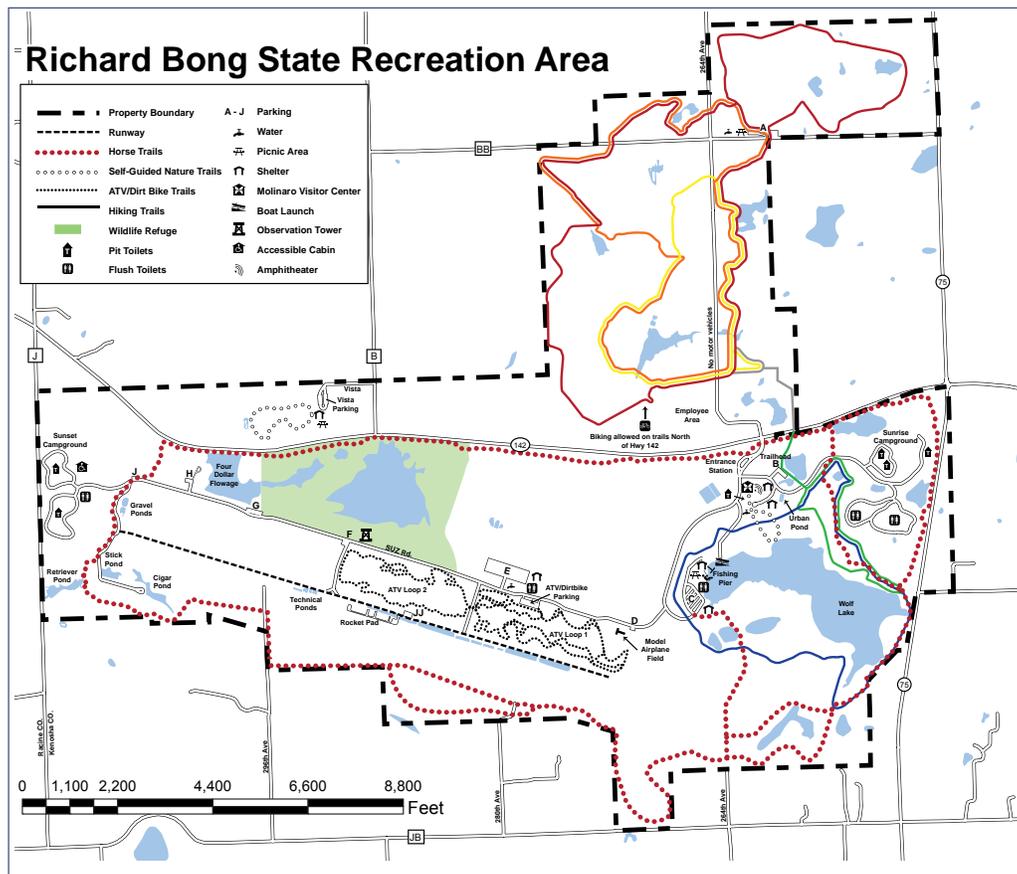
Green Trail (1.8 miles): The Green Trail is entirely north of Wolf Lake. A boardwalk between two small ponds is at the start of the trail, a good place to look for waterfowl. This trail travels through a beautiful restored prairie and a small woodlot with good spring wildflowers. One of the finest overviews of Wolf Lake exists on the return part of the loop, just past the turnoff for the Blue Trail.

Blue Trail (4.2 miles): The Blue Trail is one of the nicest trails, it takes you through prairie and woodland, past wetlands and around Wolf Lake. The trail crosses the dam (near Highway 75) that impounds Wolf Lake.

Horse Trails (13.0 miles): You can get to the horse trails within the park from Parking Lot B. The horse trails are usually open year-round, but may be closed in the spring when it is very wet. It's best to call before coming at that time of the year. You must possess a valid state trail pass to use these trails.

The 4 mile run/walk will follow the blue trail.

The 14, 28 and 42 mile run/walk will follow the combination of the blue and horse trails to form a figure-8 style loop.



The North Face Endurance Challenge Teams Up With Kenosha Running Company

Sept. 17-18, 2016
Kettle Moraine State Forest

DISTANCES:

Saturday, September 17:
50 Mile, 50k, Marathon
and Marathon Relay

Sunday, September 18:
Half Marathon, 10k and 5k
Have you decided to em-
brace the Challenge? If yes,
use discount code KRC15
(case sensitive) for 15% off.
If you would like training
plan/guidance to ensure a
successful event, we offer
complete training and
coaching services.

Contact Brian Thomas, briant@kenosharunningcompany.com or call 262-925-0300

Event Website: <http://bit.ly/1L3UVgf>

Registration Page:
<http://bit.ly/1P8RM3i>

For more information, includ-
ing how to register, email:
endurancechallenge@publicishawkeye.com

Need help...

If you like the format of our
newsletter and our approach to
trail running/walking and inter-
ested in promoting your event,
running club or business, please
contact us at 262-925-0300 and
ask for Brian or Stephanie.

Wolf Lake Trail Run

Sun., Sept. 25 • 10:30 a.m.
Bong State Recreation Area
Kenosha (Kansasville), WI

We are proud to announce
that we have partnered
with Bong Naturalist
Association to present the
17th Annual Wolf Lake Trail Run. You will still enjoy
the great traditions they have established over the
years, but you will also experience some of the
favorites from the XC Thrilllogy Trail events. New
for this year will be a longer trail and two loops,
making the course an estimated 4 miles for
walkers and runners or 8 miles for runners.
The traditional one mile hike is still on!
For more information visit <http://www.xcthrilllogy.com/wolf-lake-trail-run.html>. To learn more about
BNA visit www.bongnaturalistassociation.org.

**Mark your calendar for this super event
that supports great educational programs
at Richard Bong State Recreation Area.**



Division
Awards



Swag

XC Thrilllogy "Rundraising" Program

WELCOMES:



If you are associated with a charity or good cause that would like to enhance their awareness and have an opportunity for a fundraiser, our program just might be a great fit. If you are a runner or walker and raising money for a charity through an upcoming event, you can use our events to raise money for your cause.

Contact Stephanie Zuehls at stephaniez@kenosharunningcompany.com or call 262-925-0300

The Olympian 5K Run or Walk and 10K Run

Saturday, August 13, 2016
General John J. Pershing Park
Pershing Drive, Racine WI

- 7:00 a.m. Check-in, packet pick-up and race day registration
- 8:00 a.m. 10K run start
- 8:15 a.m. 5K run/walk start
- 9:00 a.m. Awards
- 9:15 a.m. Toddler Dash (FREE)



For WSO athletes interested in walking or running, you will need to register both for the Wisconsin Senior Olympics and The Olympian.

GENERAL REGISTER FOR THE WISCONSIN SENIOR OLYMPICS

REGISTER FOR THE OLYMPIAN - WSO Athletes

The Olympian facebook event: <https://www.facebook.com/SeniorGames1/>

Wisconsin Senior Olympics web page: <http://www.wiseniorolympics.com/>

THE SENIOR OLYMPICS

The purpose of the Senior Olympics is to provide Wisconsin's older adults, men and women age 50 and over, the opportunity to improve their overall fitness and wellness through recreational, social and competitive events.

Wisconsin Senior Olympics began as a vision of the late Betty Dick, then director of the Washington Park Senior Center in Milwaukee. While visiting in California Dick observed a Senior Olympics competition and thought such an event would be great for Wisconsin senior athletes. The first organizational meeting took place in July, 1979 with representatives from several recreation departments from Milwaukee and Waukesha counties.

Through the support and enthusiasm of Real Racine and our Racine/Kenosha Senior Fitness Coalition, we are thrilled to announce we are hosting our own 5K/10K run by Race Director Liz Bower. The Olympian will be open to people of all ages and those 50 and better will be able to qualify for the National Senior Games in Birmingham, Alabama.

ANNOUNCING THE WISCONSIN SENIOR OLYMPICS' FIRST EVENT FOR ALL AGES!

Race Details	The Olympian	The Olympian Sponsors
<p>Saturday, August 13 General John J. Pershing Park Pershing Drive, Racine WI</p> <p>7am—Packet pick up and race day registration 8am—10k start 8:15am—5k run/walk start 9am—Awards 9:15am—Toddler Dash</p> <p>\$25 - 5k Run/Walk \$35 - 10k Run \$15 - 5k or 10k for 50 & over Toddler dash is free Register at www.wiseniorolympics.com</p> <p>WSO Athletes will register for WSO and The Olympian.</p>	<p>Wisconsin Senior Olympics</p>	

Special thanks to Real Racine for hosting The Olympian and to the Racine/Kenosha Senior Fitness Coalition.

XC Thrilllogy events!

www.XCThrilllogy.com



January 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 2017
Bong State Recreation Area
Kenosha (Kansasville), 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 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 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.



Sat., Aug. 13, 2016
Bong State Recreation Area
Kenosha (Kansasville), 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.



Sat., Sept. 10, 2016
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., Oct. 1, 2016
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.