



www.XCThrilllogy.com



Kenosha Running Company

P.O. Box 126, 1706 - 22nd Avenue -- Kenosha, WI 53140

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www.kenosharunningcompany.com -- brian@kenosharunningcompany.com

Issue #53 • August 2019



Saturday, Aug. 10

Silver Lake County Park

Salem Lakes, WI

Event alerts

- **Nightcrawlers Trail Adventure**
Aug. 10 – Salem Lakes, WI
- **Iron Girl Pleasant Prairie**
Aug. 10-11 – Kenosha, WI
- **Bark ‘n Brew**
Aug. 24-25 – Wauwatosa, WI
- **Pike River Trail Run/Walk**
Sept. 22 – Kenosha, WI
- **Real Racine Half Marathon / 5K**
Sept. 28-29 – Racine, WI
- **WolfPack Trail Run & Relay**
Oct. 20 – Kansasville, WI
- **Trail Dog Distance Classic**
Oct. 20 – Kansasville, WI
- **Evil Smiley Running Veteran’s Day Run**
Nov. 9 – Kenosha, WI
- **Trails Are Alive Night Adventure**
Nov. 23 – Lake Geneva, WI

The Dog Days of Summer are Here!!!

July was a whirlwind of a month with my daughter getting married on the 20th in Boston and being gone for the five days leading up to the Hilloopy, Hot Hilly Hairy and Special Olympics event on July 27th. Thankful I have good people in place to take care of things in my absence. Separate recap on these 3 events, in this newsletter.

Stephanie, my office manager is working with Safe Harbor Humane Shelter in Kenosha to develop a “dogs day out for running” (Pound Puppy Project). We are thankful for Howling Dog and Non Stop Dogwear in donating harnesses to assist in launching this program. If you are interested in being involved with this program as a runner please email Stephanie at stephaniez@kenosharunningcompany.com.

For many of you, August simply means you are ramping up your training for an upcoming fall race, perhaps a marathon or an ultra on the trails. If you would like to share your story on your training and upcoming race for our September newsletter, please send your story to brian@kenosharunningcompany.com ... include picture(s) if you like.

For me August means, get fired up for coaching high school cross country. I am going into my

10th year of coaching at Kenosha Christian Life School and completely fired up for another season. If you were a XC runner in high school and would like to share your story, that would be great. I will include in our September newsletter, please email to brian@kenosharunningcompany.com.

If you are a dog-loving runner, September starts our 2019-20 Canicross season, visit www.traildogrunners.com for more information.

We have a great lineup of trail events for the balance of 2019, starting with [Nightcrawlers Trail Adventure](#) on August 9th, yes a night trail run! We are working diligently on the [Evil Smiley’s Veteran’s Day Run](#) on November 9th. We are actively looking for partners to assist us in growing this event. Please contact me if you are interested in supporting and honoring our Military Families, all levels of support are welcome and appreciated.

Have an amazing August and hope to see many of you soon at an event or stopping by our store for a visit.

Running it is just a way of life,
Brian

Our next XCThrillogy event



Nightcrawlers Trail Adventure

Saturday, Aug. 10, 2019

7:45 p.m.

Silver Lake County Park

Salem Lakes, WI

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

Who is afraid of the dark?

Not us!

Join Kenosha Running Company and your fellow trail enthusiasts for the Night Crawlers Trail Adventure. This unique night trail run/walk event takes place on August 10th, 2019 at Silver Lake Park in Silver Lake, WI. Starting at 7:45 p.m. (just before sunset), runners and walkers will have the ability to explore the park from a completely different perspective, the DARK! **Same day signup and packet pick up will start at 6:45 p.m.**

Walkers can enjoy a 2.5 or 5-mile walk in the woods, while runners have 2.5, 5.0, 7.5, or 10-mile options.

After you have tamed your fears (and if you haven't been carried away by the things that go bump in the night), enjoy sharing your tales of trail terror with friends while you enjoy a taco bar and soda. We would love for you to BYOD (bring your own dessert) to share. We have tasted some of our participants baking in the past and we have been missing it.

In order to safely navigate the trails and to return to us safely, all runners/walkers are required to wear either a headlamp or have Knuckle Lights. The trail will be well marked with reflective marking and "tricky" areas will be illuminated by ground lanterns. Runners will not be permitted to go out on another loop after 9:30 p.m.

XC Thrillogy 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!



Upcoming XC Thrillology event



Pike River Trail Run/Walk

Sunday, Sept. 22, 2019

10:30 Trail Run/Walk • 10:15 CaniCross

Petrifying Springs Park

Kenosha, WI

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

Over the river and through the woods is not ONLY the way to Grandmother's house, it is also the way to trail fun and adventure.

This 3.5 run/walk or 7.0 mile run and 3.5 mile CaniCross takes place at Petrifying Springs Park when the weather and colors are at their best. The events start in a large grassy area leading to tree covered single track trails. The looped course will have rolling hills and perhaps a couple "I hate hills" climbs all to the babbling soundtrack of the Pike River.

The optional river crossing will either cool you off for your second loop on your 7 mile run or will clean you up just enough for your ride home.

The CaniCross event will start at 10:15 a.m. The run/walk will start at 10:30 a.m. This event is perfect for all fitness levels and is dog friendly for those not interested in participating in the CaniCross event. New to CaniCross? This event is beginner friendly. Hands free leash and harness are not required. If you are interested in upgrading your CaniCross equipment, visit our boutique at 1706 22nd Ave in Kenosha. We will happily size your pup (and you). You can also give the equipment a test run on our property or the adjoining bike path.

Help needed...

I WANT YOU! ... Help Wanted



I am currently looking for the right person that would be interested in a long-term part-time position of approx. 10-15 hours per week.

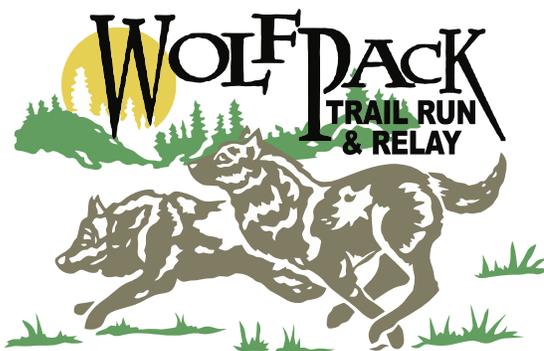
POSITION: Administrative Assistant for our retail & expo business, trail events & industrial products company.

RESPONSIBILITIES: Customer support via phone, in-person and email. Work at trail events and expos, reach out to potential partners for our events, and assist with office duties. If interested, contact Brian Thomas at (262) 925-0300 or briant@kenosharunningcompany.com

Product partners...



Upcoming XC Thrillology events



WolfPack Trail Run & Relay

Sunday, Oct. 20, 2019
Bong State Recreation Area
Kenosha (Kansasville), WI
Start time: 7:30 a.m.

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

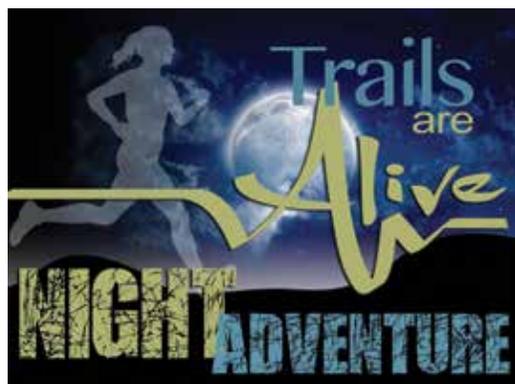


Veteran's Day Run

Evil Smiley Running Veteran's Day Run

Saturday, Nov. 9, 2019
UW-Parkside Outdoor Track
Kenosha, WI
10:30 a.m. - 10K • 10:40 a.m. - 2 mile

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



Trails Are Alive Night Adventure

Saturday, Nov. 23, 2019
2:30 CaniCross • 4:00 Run/Walk
Lake Geneva Canopy Tours
Lake Geneva, WI

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



Hateya Trail Run

Saturday, December 7, 2019
Lake Geneva Canopy Tours
N3232 County Road H, Lake Geneva, WI
10:30 Trail Run/Walk • 10:15 CaniCross

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

Plan your 2019 CaniCross events



[Check out CaniCross on YouTube](#)



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>

CaniCross Season



XC Thrillology CaniCross Series 2019-2020

For all my current and future dog loving runners... September 22nd kicks off our Canicross season with the [Pike River Trail Run/Walk](#). This will be the first of eight Canicross events from September to April. We manage and host the largest Canicross series in the Country and it is a result of your support of our events, thank you!

I encourage you to visit www.traildogrunners.com for complete information on our events and to look through pictures & videos of past events. Perhaps you will find yourself!

I also want to invite you to our store to have your dog properly fitted for a harness, you for a running harness/belt, and perhaps a great fitting pair of trail shoes! You will be able to run with your dog all geared up to make sure everything works and fits well.

Please reach out to us with any questions on our events or gear. Email: Stephaniez@kenosharunningcompany.com or call (262) 925-0300.

We are located at: 1706 - 22nd Avenue, Kenosha, WI 53140



Pike River Trail CaniXC

Sunday, Sept. 22, 2019

10:15 a.m.

Petrifying Springs Park, Kenosha, WI

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



Trail Dog Distance Classic

Sunday, OCT. 20, 2019

Bong State Recreation Area

Kansasville, WI

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

NEW!!! CaniCross Shopping Adventure...

NEW!

CANICROSS USA
ONLINE STORE

www.zazzle.com/store/canicross_usa



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.

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.

Upcoming area events



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, Aug 10 – Sunday, Aug, 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, Sept 28 – Sunday, Sept 29
Festival Hall

Registration link:

<https://runsignup.com/Race/WI/Racine/Racine-HalfMarathon>

XCThrillology Newsletter needs you... to share your running events with us!!

Send us upcoming events in Northeast IL or Southeast WI, an experience running/walking an event near or far, news about your club, possibly information about running routes, hidden trails, weekly group runs, or even about fun at local pizza & beer joint. We would love to add these to the newsletter for you... simple as that!!

We encourage your involvement!!!

Promote your event to a broad, vast reader base.

briant@kenosharunningcompany.com office: 262-925-0300 • cell: 414-719-4771



Upcoming area event

SAVE THE DATE...

SIGN UP TODAY!!!

www.raceentry.com/connecting-communities-for-a-cure/race-information

**CONNECTING COMMUNITIES
FOR A CURE**



FAMILY FUN WALK

**SATURDAY
SEPTEMBER 28**

Starts at 9:00 a.m.

LOCATION:

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

5K Family Fun 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

Upcoming area events



SEPT. 14-15, 2019
WISCONSIN
KETTLE MORAINE
STATE FOREST



Race The North Face Endurance Challenge Wisconsin this September 14-15 and enjoy the trails of Kettle Moraine State Forest. Choose trail race distances from 5K up to 50 Miles. Use the code KENOSHA20 for 20% off at <http://bit.ly/2Nko1jL>

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.

For more information, check out: <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!

Upcoming area event



PRESENT

BARK 'n BREW

AUGUST 24 & 25
SATURDAY AND SUNDAY • 11AM-5PM
HART PARK • WAUWATOSA
7300 W. CHESTNUT STREET



LURE & AGILITY COURSES • DOGGY SPEED RUN
POLICE K-9 DEMOS • OFF LEASH AREA
PET RESCUE, TRAINING AND ADOPTION GROUPS
BOUNCE HOUSE, FACE PAINTING, HENNA TATTOO ARTISTS
BEER, WINE & FOOD TENT • 20+ VENDORS • CONTESTS & PRIZES
LIVE MUSIC FROM THE BROTHERS QUINN & THE CHEAPSHOTS
REGISTER TO WIN A 2019 HARLEY-DAVIDSON SPORTSTER

FOR INFO, VISIT B933FM.COM OR CALL (414) 771-1021



AT&T, BENTLEY'S PET STUFF, BEST BREED, CENTER FOR ANIMAL HEALTH, FOTI CHIROPRACTIC, COSTCO, EVER DRY, FETCH MAGAZINE, FROMM PET FOODS, FULL SPECTRUM HOLISTIC HEALING, HORIZON PET FOOD, KENOSHA RUNNING, NUTRI SOURCE, MIKE CRIEVELLO PHOTOGRAPHY, OBERWEISS DAIRY, PET LAWN PET LOSS SERVICES, PETCO, PUGS & HUGS, US CELLULAR, WEATHER TIGHT CORP, WOOF & WEAR & MORE

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...

08/03/19	Border Wars 5K	Kenosha Public Museum, Kenosha, WI	12:30 p.m. - 6 p.m.
08/04/19	Tri My Best Triathlon	Kenosha YMCA	8 a.m. - 3 p.m.
08/10/19	Iron Girl Expo	Pleasant Prairie Rec Plex	11 a.m. - 5 p.m.
08/10/19	NightCrawlers Trail Adventure	Silver Lake Park, Salem Lakes, WI	6 p.m. - 11 p.m.
08/11/19	Iron Girl Expo	Pleasant Prairie Rec Plex	5 a.m. - 11 p.m.
08/16/19	Run with the Cops Waukesha	Veterans Park, Waukesha, WI	7:30 p.m. - 9 p.m.
08/17/19	HAWS 12th Annual Pet Fair	Rotary Park, Menomonee Falls, WI	9 a.m. - 4 p.m.
08/24/19	Bark n Brew	Hart Park, Wauwatosa, WI	11 a.m. - 5 p.m.
08/25/19	Bark n Brew	Hart Park, Wauwatosa, WI	11 a.m. - 5 p.m.
09/14/19	North Face Endurance Challenge	Ottawa Lake, Dousman, WI	7 a.m. - 4 p.m.
09/15/19	North Face Endurance Challenge	Ottawa Lake, Dousman, WI	8 a.m. - 1 p.m.
09/21/19	Fromm Pet Fest	Festival Park, Milwaukee, WI	10 a.m. - 6 p.m.
09/22/19	Pike River Trail Run/Walk	Petrifying Springs Park, Kenosha, WI	10:15 a.m. - 3 p.m.
09/27/19	Real Racine Half Marathon & 5K	Racine	
09/28/19	Real Racine Half Marathon & 5K	Racine	

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



[Click here](#)
for the XC Thrillology
Running/Walking/CaniCross
2019 Schedule!

Upcoming area event

PIKE RIVER CLEAN-UP

Hosted by the Kenosha Sportfishing and Conservation Association

Petrifying Springs Park- September 21st, 2019

Shelter #4 located near Hwy A from 8:30am till 4:00pm



The Pike River Clean-Up is meant for all ages and all skill levels. If you just want to pick up trash along the river banks and/ or get your waders on to pull tires, debris or log jams, there is plenty to do. Our goal is to keep the Pike River enjoyable for all – kayakers, hikers, fisherman, runners and environmentalist.



What to bring:

- ❖ Work shoes or boots
- ❖ Work Gloves
- ❖ Work Coveralls
- ❖ Hip Boots or Waders
- ❖ Reacher sticks or long steel rakes
- ❖ Canoes, kayaks or flat bottom boat

If you would like to help out with log jams using chain saws and heavy lifting, or have questions or concerns, please email:

Jim Zondlak: pikeriver@kenoshasportfishing.com or call 262-620-1680.

In conjunction with Kenosha County Parks, WDNR and American Rivers.



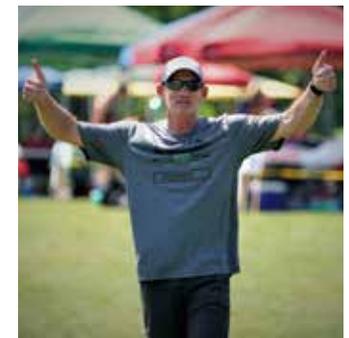
A look back...



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

A look back...

**Special
Olympics
Wisconsin**



[Click to see more trail & river action...](#)

A look back...

HILLOOPY

RELAY

HOT
HILLY
HAIKY
Ultra Solo
and Relay





[Click to see more Hilloopy & Hot Hilly Hairy photos and videos...](#)

The recap...

Hilloopy, Hot Hilly Hairy and Special Olympics State XC Meet overview as best I remember it!!

This past Saturday is hard to put into words the range of energy, emotion and thankfulness I experienced. I can only imagine the range of energy and emotion for all those that ran.

I want to start off by sharing my thoughts on a DNF, which some might feel that happened to you. Anyone who started that day; whether they were under-trained, in the best shape of their life, bouncing back from injury, dealing with an injury, or perhaps even recovering from surgery... Saturday was a day to embrace and make your own.

Each run takes on a life of its own based on a hundred things, which most are beyond our control. Each run is to treasure and to enjoy whatever the day and run gives you. Perhaps, DNF should mean Did Not Fit, my original plan. Please acknowledge that you took what the day and run would give and probably took a little more because that is simply your spirit. You were all warriors of the course and together you lifted each other up unknowingly to create an experience that is seldom shared.

There are hundreds of individual stories that were created on Saturday and I would imagine those stories will grow in fact and fiction in the coming days, weeks and years! I enjoy seeing all the pictures and comments you share on [Facebook](#) and through other social media. Please remember there are only "8" hills on the 5k loop, yes they were all brutal, but there are only 8!!! I could start to list some of those that I am more familiar with and have done many of our events and share bits of their day, but I would rather let the pictures of day speak for themselves and let your imagination create the story.

EVENT PHOTOS & VIDEOS:

[Hilloopy 100+ Relay photos and videos.](#) [Hot Hilly Hairy photos and videos.](#) [Special Olympics State Cross Country Meet photos.](#)

Please share your pictures and videos with us, tag us #XCThrillology2019 or email to... stephaniez@kenossharunningcompany.com

[LIKE US on Facebook](#) to see many more posts, videos and pictures from the day.

Thank you to UW-Parkside for allowing us to use the course again and I say use, but we do have to pay to use it! Thank you to Peter Henkes and UW-P XC & Track Program for opening the concessions so you could all get your coffee fix in the morning and some "junk food" throughout the day.

Special thanks to our three aid station volunteers: Steve, Eli and Colleen, and an assortment of you that ran on relay teams that stepped up to help. Thank you to Sam who helped me get things ready on Friday during our set up.

Big thank you to my office manager, Stephanie, my step-daughter Jaycee for her DJ fun, and to my wife Tammy for all her assistance on Friday & Saturday and her understanding for this crazy addiction I have for running.

To all the Relay Teams, it is my hope that you had a great time. Perhaps you have not thought of this, but you provide the feel for this event in so many ways and your crazy energy keeps our Hot Hilly Hairy runners going throughout their run. Special thanks to the Team Captains for organizing and making sure you get everyone signed up. For my HS XC Coaches, special thank you... hanging out with 15-20 HS kids and mostly boys is one heck of a challenge!!!! We had several new Relay Teams this year, I hope you had a great experience and will make this a bad habit for years to come!

We hosted the first ever Wisconsin State Special Olympics Cross Country Meet and we had runners from IL & WI and some traveled for several hours to embrace either the 800, 1600 or 5k distances and most competed in all three to complete the Special Olympic Challenge. I am very thankful for the support I received from many of the HS Relay Runners for joining in and running the 800 and 1600 to pace and run with the other runners. Special note to Germain, he was running in the 100K and stopped and waited so he could run the 5k with them, only to find out he actually signed up to run in the race with them to show his support. This event will now become a new tradition, so mark your calendar for the last Saturday in July. It is my hope that each of you had an amazing time in some way, you all made it a wonderful for each other and for myself and for this, I am thankful.

We host 14 events a year, 12 of them on trails and if you enjoyed our laid back approach, you will get more of the same at all of our events. Many of you have become friends over years, an outcome I never imagined when we first starting hosting trail events in 2014, thank you for your friendships.

Reflect on the amazing day we all shared, share and re-post the pictures we captured throughout the day and if you are in Kenosha stop by the store and say hello.

Running it is just a way of life, Brian

EVENT RESULTS:

[Hilloopy 100+ Relay](#) [Hot Hilly Hairy](#) [Special Olympics State Cross Country Meet](#)

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Training Programs



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of XC Thrilllogy
Trail & CaniCross Events*
www.XCThrilllogy.com

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@kenossharunningcompany.com or call 262-925-0300.

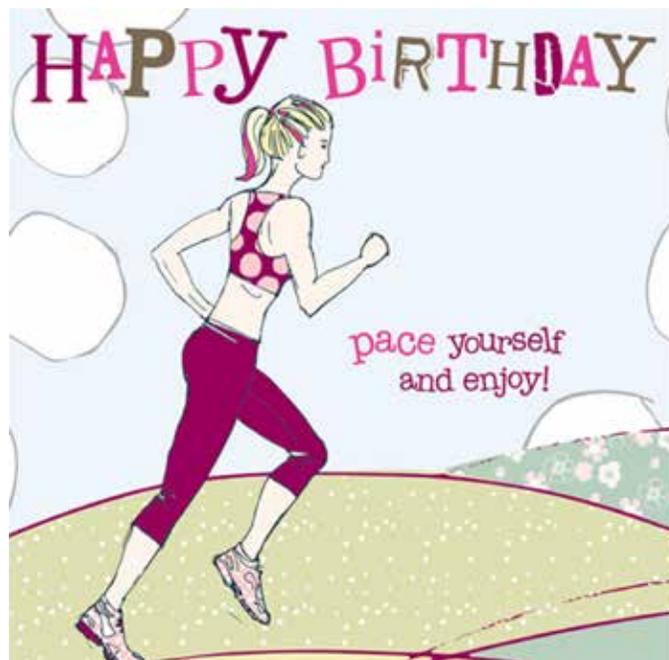
Let's celebrate your birthday!!

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 sign up 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@kenossharunningcompany.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

Special offers from Kenosha Running Company

Howling Dog Tough Skin™ Harness ULTRA

is a strong and rugged harness that can live up to all of your trail adventures.

The Tough Skin™ Harness ULTRA meets the high demands of hard-working dogs (especially sled dogs). Tough Skin™ Harness ULTRA is constructed out of three layers of material for added durability.

Our Tough Skin™ Harness ULTRA is a light, soft harness and it is very comfortable for the dog to wear. This harness is suitable for any activity where the point of attachment is higher or even with the dog's back. This includes skijoring, bikejoring, scootering, and of course, CANICROSS. The length of the Tough Skin™ Harness (including the tug loop) is about the same as the length of a regular x-back harness. But unlike an x-back harness, our Tough Skin™ Harness ULTRA will relieve the pressure off the dog's hips.

USED AND TESTED in the 1000 mile long Iditarod Sled Dog Race so you know it will live up to the rigors of your Canicross adventures.

Stop by and get your run buddy fitted in the Tough Skin™ Harness ULTRA and get ready to hit the trails!

Only \$30.00

Stop by the Kenosha Running Company store to check out any of these great deals, plus much more...

(1706 - 22nd Avenue, Kenosha, WI) Questions? Call 262-925-0300 or email: briant@kenosharunningcompany.com



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!



Special offers from Kenosha Running Company

We are excited to announce our newest road and trail shoe brand TOPO Athletic

Topo athletic has created shoes that allowed runners to access the important benefits of natural running while maintaining some of their favorite features found in traditional running shoes. Living at the intersection of natural and practical: where instinctive human movement meets modern comfort and performance. We are “athlete-inclusive”, which means that our shoes will work for you whether you are running ultramarathons, hiking the PCT, or out walking with friends.

WHAT MAKES THEIR FIT DIFFERENT

- Roomy toe box ~ toes can spread and splay
- Secure Heel and Midfoot Fit ~ providing a secure connection
- Low Drop 0 to 5 mm heel to toe drop options
- Lightweight ~ ultralight material and seam-reducing material



MOUNTAIN RACER

Performance tuned for trail racing and speed-hiking. Vibram® Megagrip outsole delivers optimal traction on any surface. Medial and lateral drainage ports enhance water release and quick drying. Midsoles offer slightly firmer cushioning than the Topo Athletic Ultraventure shoes. Lightweight, ripstop mesh uppers with printed overlays offer a secure fit. 5mm antimicrobial OrthoLite® footbeds resist compression and shoe odors. Features a 30mm stack height in the heel and 25mm stack height in the forefoot. Best for Trail running. Available at the store in Men's.

Only
\$140.00
MSRP



ULTRAVENTURE

Ultraventure was designed with features inspired by our elite trail and ultrarunners. An aggressive Vibram® XS Trek outsole provides traction, durability, and protection on technical trails, while the 3 piece, multi-density EVA midsole offers light stability through the gait cycle. A 30/25mm stack height (5mm drop) delivers a plush and protective ride. The fully gusseted tongue and an abrasion-resistant engineered mesh upper are optimized for breathability and strength, and feature drainage “gills” for water release and quick drying. Best for Trail Running. Available at the store in Women's.

Only
\$130.00
MSRP



PHANTOM

A 30mm x 25mm stack height and 5mm drop makes the new Phantom Topo's most cushioned road running shoe. Strategically placed rubber adds traction and durability where needed; Zipfoam™, a proprietary new midsole compound that delivers more cushioning and long-term resilience than traditional EVA. A breathable engineered mesh upper with lightly printed overlays and an external TPU heel counter helps keep the runner secure over the platform. Best for Road Running.

Available at the store
in both Men's and Women's.

Only
\$130.00
MSRP



Stop by the Kenosha Running Company store to check out any of these great deals, plus much more...

(1706 - 22nd Avenue, Kenosha, WI) Questions? Call 262-925-0300 or email: briant@kenosharunningcompany.com



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THRILLOGY

2019-2020 TRAIL & PARADE RUNNING & WALKING SERIES

The XC Thrilllogy 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>January 2020</p>	<p>June 2020</p>	<p>Saturday, Aug. 10, 2019</p>	<p>Veteran's Day Run</p> <p>Saturday, Nov. 9, 2019</p>
<p>February 2020</p>	<p>July 2020</p>	<p>Sunday, Sept. 22, 2019</p>	<p>Saturday, Dec. 7, 2019</p>
<p>March 2020</p>	<p>July 2020</p>	<p>Sunday, Oct. 20, 2019</p>	<p>LOCATIONS:</p> <ul style="list-style-type: none"> Bristol Woods County Park, Bristol, WI Lake Geneva Canopy Tours, Lake Geneva, WI Bong State Recreation Area, Kansasville, WI Petrifying Springs Park, Kenosha, WI UW-Parkside XC Course, Kenosha, WI Silver Lake Park, Salem Lakes, WI UW-Parkside Campus, Kenosha, WI
<p>April 2020</p>	<p>July 2020</p>	<p>Saturday, Nov. 23, 2019</p>	