

www.XCThrillogy.com



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Event alerts

- Coureurs de bois Trail Run/Relay Sunday, June 8 Petrifying Springs Park, Kenosha, WI
- Racine Lighthouse Run Saturday, June 16 - Racine, WI
- Kenosha Civic Veterans Parade Run (2-mile) Sunday, July 1 - Kenosha, WI
- Kenosha YMCA Firecracker 5K & 10K Sunday, July 1 – Kenosha, WI
- Honoring Somer's Hereos Mile Run (Parade Run) Wednesday, July 4 – Somers, WI
- Dance with the Dirt Saturday, July 14 – Baraboo, WI
- Hilloopy 100+ Relay Saturday, July 28 – Kenosha, WI
- Hot Hilly Hairy Saturday, July 28 – Kenosha, WI
- Nightcrawlers Trail Adventure Saturday, August 11 Silver Lake, WI
- Fort2Base Sunday, Aug. 26 – Chicago, IL
- North Face Endurance Challenge September 15-16 Kettle Moraine State Park, WI

Hello KRC & XC Thrillogy Followers

Over the past three months I have been immersed in high school track as I try to maintain all the other spinning plates that need my attention (like working and starting up our running & canicross location – which will be open in early July). I am thankful to say that I have survived and in the process have managed to create some unique partnership going forward. Mini updates first; I had two boys (both in 10th grade) qualify for the State Meet (3200m and high jump), building is basically finished... but need a parking lot to be paved and a surprise sidewalk that will go nowhere and I am finally back to running on a regular basis!!!

For my exciting news!!! Could not be more happy to announce two new partnerships. We will be working with the Kenosha Boys & Girls Club to start their first ever running program for those entering 2nd - 8th grade. Not every kid is a ball sport kid. Program starts the week of July 23rd and will conclude seven weeks later with each runner competing in the Boys & Girls Club 3K event at Petrifying Springs Golf Course on September 15th. We are equally excited to share that will are on now working with the Special Olympics of WI and will be attending the State Track Meet this Friday at UW-Stevens Point. Our goal is to provide properly fitting and event specific footwear, make our current events more inclusive and offer a year round running program for these athletes. If you would like to become involved in either of these programs or start a program in your area please contact me, briant@kenosharunningcompany.com

Finally, we are in the midst of developing a personal and group developmental running and walking program for all levels. Jim Heiring, Three Olympian in Race Walking and successful runner, will be working with me to develop and coach those interested to just getting started, want further develop their skills and those that want to test their limits. If you are interested in this program send me an email.

We have a great Summer line up of events for you, starting with the trails and then kicking off a couple parades and then back to the trails. Hope to see many of you throughout the summer!

Running it is just a way of life, Brian

Product partners...



















The next XC Thrillogy exciting event



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



<u>Coureurs de Bois</u> <u>Trail Run & Relay</u>

Sunday, June 10, 2018 Petrifying Springs County Park Kenosha, WI

<u>REGISTER</u> <u>TODAY!!!!</u>



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 adventureminded 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!

For those that enjoy running or walking with their dog, this is a dog friendly event!



Yet another upcoming exciting XC Thrillogy event



<u>Kenosha</u> <u>Civic Veterans</u> <u>Parade Run (2 mile)</u>

Sunday, July 1, 2018 12:20 p.m., Kenosha, WI Limited to 150 runners!!

Registration is now open!! Register today!

This first annual event will be held with thousands of spectators lining the parade route for this 2-mile run. In addition to awards for the fastest of runners, awards will also be given out based on the best 4th of July running outfit and we will recognize those running in the memory of a veteran.

Entry fee will be \$15.00. Sign up early... space is limited. Limited to 150 runners for the 12:20 start Lin

Limited to 75 athletes for the 12:10 start

This event we feature wheelchair athletes and adaptive sports athletes. Enter early as we are limiting the entries to 225. Those starting at 12:10, you will have 40 minutes to complete the race. And those starting at 12:20, you will have 30 minutes to complete the race.

This event will benefit the Honor Flight program. The purpose of the Honor Flight is to fly veterans, free of charge, to see the memorials created for them in Washington D.C. In addition, to a portion of your race entry fee, a donation can be made to Stars and Stripes Honor Flight with your online registration. Donations can be made to Stars and Stripes Honor Flight without race registration. Please click the green Donate button.

The Kenosha Running Company is humbled and thankful to announce that all military veterans, active serviceman, and their spouses will be able to run/walk all of our 2018 events for free. If you are a veteran, active serviceman, or a spouse, please email us (stephaniez@kenosharunningcompany.com) or call our office (262) 925-0300 to get the discount code for the free entry. Please note, you will have to show your military ID at packet pick up.If you are not involved in the military, please consider a donation to the military program so it will be maintainable and sustainable for many years to come. If you are interested in donating to the military program, please contact stephaniez@kenosharunningcompany.com





Ultra Solo and Relay

<u>Hot Hilly</u> <u>Hairy</u> <u>Ultra Solo</u> and Relay

Saturday July 28, 2018

UW-Parkside National Cross Country Course, Kenosha, WI

SOLO

- The Death March 18 hour race -- 6:00am
- 100K Ultra Solo 6:00am
- 85K Ultra Solo 6:00am
- 50K -- 6:00am
- 65K The Dragon Dare
- -- four races one day -- 6:00am
- 30K -- 6:00am
- 20K --6:00am, noon, 6:00pm
- 10K --6:00am, noon, 6:00pm
- Charge the Knight 5K -9:00pm

RELAY

- 85K Relay -- 6:00am
- 50K Relay -- 6:00am
- 30K Relay -- 6:00am

REGISTER TODAY!

Upcoming XC Thrillogy events



Wed., July 4, 2018 1:30 p.m. Somers, WI

Register Today!!

Limited to 150 runners!!



<u>Hilloopy 100+</u> <u>Relay</u>

Sat., July 28, 2018 6:00 a.m. UW-Parkside National Cross Country Course, Kenosha, WI

Register Today!!

<u>Nightcrawler</u> Trail Adventure

Sat., August 11, 2018 Silver Lake Park Silver Lake, WI

Register Today!!



Oktoberfest 5K+

Sat., September 8, 2018 Old Settlers Park Paddock Lake, WI

Register Today!!

TOBERFEST

DANCE With DIRT in Baraboo, WI

REGISTER: https://runningfitevents.redpodium.com/2018-dances-with-dirt-devils-lake

DANCE with the DIRT in Baraboo, WI on July 14, 2018 for 10K, 13.1M, 26.2M, 50K or 50 miles. On course you'll find breathtaking bluffs, wicked single track trails and gorgeous grassland prairies.



Follow it up with a cold beer, great BBQ picnic and a fun finish party. Dances With Dirt Devil's Lake boasts the world's most dramatic aid station! Come get some DIRT in your shorts.

** Please join me -- I will be running the Half Marathon. Brian Thomas, <u>bthomas@kenosharunningcompany.com</u>









Fort2Base Race

Join us for the 8th annual Fort2Base Race on Sunday August 26th.

Two unique events distances to choose from, 10 or 3 Nautical Miles (11.5 or 3.45 miles). 1\4 zip long sleep tech shirts, one of a kind finisher's medals for each event distance, free downloadable photos and family friendly post-race party open to all!

For more information or to register visit www.fort2base.com

** Kenosha Running Company will be attending this and I will be running 10 NM. Brian Thomas, <u>bthomas@kenosharunningcompany.com</u>



North Face Endurance Challenge

Kenosha Running Company is partnering with The North Face Endurance Challenge Wisconsin again in 2018. The race will take place on September 15-16 on the trails of Kettle Moraine State Park and the Ice Age Trail. Race trail running distances of 50 Mile, 50K, Marathon, Marathon Relay on Saturday and Half Marathon, 10K, 5K on Sunday.

Use the code **KRC20** at checkout to receive **20% off** any trail race distance. Register Now: <u>http://bit.ly/2Cm12NX</u> Website For More Details: <u>https://www.thenorthface.com/get-outdoors/endurance- challenge/wisconsin.html</u>

nteps://www.thenorennace.com/get-outdoors/endurance-chanenge/wisconsminim

** Please join me -- I will be running the Half Marathon. KRC will also have a tent at the start/finish. Brian Thomas, <u>bthomas@kenosharunningcompany.com</u>

HILDOPY

We Want You!!



For our XC Thrillogy Bandits Hilloopy Team

The 4th Annual Hilloopy is well on its way and as our tradition, we are inviting you to run on our team... The XC Thrillogy Bandits!!! Many of you would like the idea of running on a team, but do not have the time to organizie your own team or know enough runners to put a team of 10 runners together. Whether you are new runner, slow or fast, old or young... we want you! This is a tailgate running kind of event and I hope you take the next step!!! For more information, visit <u>http://www.xcthrillogy.com/hilloopy-100--re-lay---7-28.html</u> Questions? Call 262-925-0300 or email <u>briant@kenosharunningcompany.com</u>

Ready to sign up?Our Team name is XCTBanditsPassword is Banditshttps://www.raceentry.com/race-reviews/hil100py-relayMark your calendar for July 28th and see you then!











New for 2018 - 100K -

No cutoff times!

Housing available in UW-Parkside dorms.

Summer running tailgate party!



Hot Hilly Hairy Ultra Solo and Relay

Saturday, July 28, 2018

UW-Parkside National Cross Country Course Kenosha, WI

SOLO

- The Death March -- 18 hour race -- 6:00am
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- 30K -- 6:00am
- 20K -- 6:00am, noon, 6:00pm
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RELAY

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- 50K Relay -- 6:00am
- 30K Relay -- 6:00am













RUNNING SHOE EXPO Buy shoes and receive a FREE ENTRY to the Firecracker10K Run or 5K Run/Walk

Wednesday, June 13th 8:00 a.m. - 8:00 p.m. Kenosha, WI YMCA 2nd Floor on the track



This will include a wide range of shoes to ensure the best fit and performance. KRC staff will assist in determining the best shoe for you as well. This allows you to run or walk on the track to make sure you are comfortable with the shoe.



Kenosha Firecracker Run Sunday, July 1



Celebrate your independence and healthy lifestyle with an exhilarating run through historic downtown Kenosha! Hundreds of participants come from near and far to compete in a race that winds its way through the Third Avenue Historic District and Kenosha's fabulous lakefront. For the participant and spectator alike, this race is hard to beat!

The race is USATF Certified and will take place along Kenosha's scenic lakefront harbor and historic district. There will be 4 water stations located on the course for the safety of the runners.

NEW – REGISTRATION OPTIONS

Through April 30th 5K = \$20 10K = \$25 Through June 27th 5K = \$25 10K = \$30 LAST CHANCE TO REGISTER: Saturday, June 30th from 9am – 2pm at the YMCA There will be NO Same Day Registration Register online at <u>www.itsyourrace.com</u>

RACE INFORMATION

Race Day: Sunday, July 1, 2018 BOTH Races will Start @: 8:30am Race Location: Kenosha Library Park (5947 7th Avenue, Kenosha, WI 53140) Race Distances: 10K Run -OR- 5K Run / Walk Packet Pick-up: - Sat., June 30 from 9am – 2pm (Also, last change registration) - Sun., July 1, (Race Day), 7-8am at the Race Registration Area (Library Park)

Time to Get Your Ultra On & Relay Team Together

Saturday, July 28 UW-Parkside National Cross Country Course Kenosha, WI









Racine Lighthouse Run June 16, 2018 – 40th Anniversary

During its 39 year history, Lighthouse Run, presented by Eductators Credit Union, The Journal Times and the Racine Family YMCA, has evolved into one of the premier road run/walks in the state of Wis-

consin. That tradition continues in 2018 with the Image Management 10 Mile Run, Racine Family Y 4 Mile Run, Modine 4 & 2 Mile Fun Run/Walk, LandMark Credit Union Kids Power Race and Cree Mascot Challenge.

Offering both competitive and non-competitive events, Lighthouse Run serves as the official kick-off to summer fitness awareness. Proceeds from your participation in the Lighthouse Run help support the YMCA Strong Kids Campaign.

https://ymcaracine.org/LighthouseRun



the FALL 50 October 20, 2018 Door County SCENIC FUN, EPIC RUN!!

Solo Runner event information...

Start time: 7:00 am (ALL solo runners) Finish time: 6 pm or 11 hours (a 13:12 per mile pace)

REGISTER: http://www.fall50.com/door-county/registration/ More information: http://www.fall50.com/door-county/solo-101/



The Fall 50 is designed to be a daylong running adventure set against the colorful backdrop of Door County, Wisconsin during peak Fall colors. Participants may compete as members of a team of 2-5 runners or as a solo ultra-marathoner.

The course starts at the northern tip of the Door County peninsula at Gills Rock. The starting line is in front of the Shoreline Restaurant, just up the hill from the Washington Island Ferry parking lot. The course travels south primarily on back roads along the western shoreline. It passes through quaint villages and beautiful park areas including Ellison Bay, Sister Bay, Ephraim, Peninsula Park, Fish Creek, Juddville, Egg Harbor, Murphy Park, Little Harbor, Old Stone Quarry Park and finally Sturgeon Bay.

The finish line celebration will begin at 1 pm at Sunset Park in Sturgeon Bay beneath a massive big top tent. Participants will cross the finish line directly in front of the party tent to the cheers and jeers of fellow runners. A DJ will be playing music and announcing the names of finishers for the friends, family, teammates and competitors waiting beneath the tent. The finish line buffet will include beer, soda, and pizza.

PACKET PICK UP

- Friday at Stone Harbor Resort from 2 pm until 8 pm
- Saturday at the start line The Shoreline Restaurant in Gills Rock from 6 am until 6:59 am

Special announcement



Start planning your 2018-2019 CaniCross calendar



We are starting our third year of hosting CaniXC events and we are loving it! If you're wondering what CaniCross is then you're not alone. This is one of the fastest growing sports that one can do with their dog. 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. While you can certainly participate and just run with your dog the idea behind CaniCross is that the dog is actually pulling you while you are running.

You are welcome to run or walk with your dog either on a leash or with the dog harnessed and attached to your running belt. We can also properly fit you and your dog with harness, lead line and running belt. We are partners with Howling Dog Alaska, Non-Stop Dog Wear and Kurgo.

We want this to be a fun experience for both you and your dog, so we encourage you to come and try out this sport. We have two exclusive CaniXC events and five CaniXC events associated with our trail events. We will also have a number of additional dog friendly events.

im Schnee festsitzen CaniCross

Watch for our 2019 event Bristol Woods Park Bristol, WI

Boreas Trail Adventure CaniCross

Watch for our 2019 event Bristol Woods Park Bristol, WI

based on the weight of the dog.

This event is open to all abilities and walkers.

hills and great scenic views of this hill-n-dale course.

Hills Are Alive Trail CaniCross

Watch for our 2019 event KD Park Burlington, WI



MIDWEST CHAMPIONSHIP

Watch for our 2019 event KD Park, Burlington, WI

Pike River Trail CaniCross

Saturday, Sept. 29, 2018 10:15 a.m. (3.5m & 7m) Petrifying Springs Park Kenosha, WI



Trail Dog Distance Classic

This all-day event will be highlighted with 1.75m, 3.1m, 6.2m. We will have open and masters age groups and subcategories

The course at KD County park offers wide trails, challenging

Sun., Nov. 11, 2018 2:30 p.m. (4.5m & 9m) Bong State Recreation Area Kansasville, WI

Hateya Trail CaniCross

Saturday, Dec. 8, 2018 10:15 a.m. (3.5m & 7m) KD Park Burlington, WI

PARTNERSHIP REQUEST FOR NEW MILITARY PROGRAM

Starting with the Hateya Trail Run & CaniCross on December 9th and going forward, all of our events for military veterans, active serviceman and their spouses will be free. In order to make this program maintainable and sustainable we will need partners

to promote our events and provide financial support. If you are willing to join us in making this new program a success please contact me and let's discuss how to achieve our shared objectives. Any amount of time or financial assistance is welcome and sincerely appreciated.

Thank you for your consideration. If you are ready to make a financial contribution, make your check to Kenosha Running Company, Inc. and mail to: PO Box 126, Kenosha, WI 53141. If you would like to honor someone with your contribution, please let us know.

MILITARY

The Kenosha Running Company is humbled and thankful to announce that all military veterans, active serviceman and their spouses will be able to run/walk all of our 2018 events for free. Enter in one of three ways; call our office at 262-925-0300, mail in an entry form or enter online (call to get a discount

code). We are also looking for:

1. Assistant Race Director (volunteer position) to help nurture & grow this program. 2. We would like to give others the chance to support this program financially so it is maintainable and sustainable for many years to come.



KID'S TRAIL EVENT

We would like to develop four kid trail races that would be 400 to 800 meters that would be run at the conclusion of our regular

trail events. I am thinking our March, June, Sept. and Sept. events. We are in need of an Assistant Race Director to oversee and develop this aspect of our trail events.



ADAPTIVE ATHLETES

As we evolve our events it is also time to evolve our ability to be as inclusive as possible. We are making our parade events on July 1st, July 4th and December 2nd wheelchair athlete, wheelchair assisted and amputee (those able to run or walk on blades or similar) welcoming events. We are desiring to make

all of our events welcoming to visually impaired runners and walkers. We are also wanting to accommodate those that suffer from PTSD by starting at an earlier times. With this program in mind, we need: 1. Assistant Race Director(s) (volunteer position). 2. Guide Runners & Walkers.



AUTISM TRAIL TEAM

I have read stories on a similar program out East and want to develop and support an ATT here in SE WI. Honestly I have no background in this and ignorant to all the many aspects that

parents deal with and the different levels of Autism. We need some coaches and Assistant Race Directors (volunteer positions) to help develop and manage this program.



Contact Brian Thomas at 262-925-0300 or e-mail <u>briant@kenosharunningcompany.com</u> if you have questions on these programs and/or want to assistant with your time.



ALL EVENTS HELD IN THE KENOSHA COUNTY PARKS ARE PRESENTED BY:

Kenosha County Parks and Kenosha County Executive Jim Kreuser

Adoptable dog

Check out this handsome guy! Norton has quickly become a staff favorite because of his big smile and loving personality.

Norton loves to cuddle and play. This boy is just over a year old so still has some of that puppy energy, so he would make the perfect running companion. He is great with other dogs and cats! Come meet this sweet guy who has worked his way into our hearts.

Safe Harbor Humane Society 262-694-4047









Dog events

Join us for Walk Run Wag for MADACC 2018 on July 14th

The 7th Annual Walk Run Wag for MADACC will once again be at Hart Park in Wauwatosa on July 14th. Join us for a day of exercise, fun, and supporting the animals at MADACC. Can't make or don't want to walk/run? You can still sleep in and fundraise for MADACC! Don't think a small amount matters? MADACC sees over 10,000 animals come through its doors each year. Every small amount can help with medical treatment, food, and care of these animals. Early bird registration ends June 1st, after which prices will go up.

Don't miss out! Register and learn more about the event at: www.madaccwalkrun.org











Special offers



** SPECIAL OFFER: Buy a pair of shoes, and you get to participate in one of our events for FREE!!!!

(Excludes the Hot Hilly Hairy, Hilloopy and WolfPack Trail Run events.)

To purchase online, click here...

Introducing the Neutron 2

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 2 (\$135). I can order any shoe you like from www.Scarpa.com and receive the bonuses.

Questions, concerns and to place your order, e-mail <u>briant@kenosharunningcompany.com</u> anytime or call 262-925-0300.





361-SPIRE 2

To purchase online, click here...

Run for FREE!!!

Purchase of all new shoes... receive 1 of our select trail running events FREE!!

We also have special discounts for the 361° shoes at all of our events.



361-FEISU



XC Thrillogy product & gear



XC Thrillogy Swag for Sale

Call: 262-925-0300

Hybrid

Kenosha Running Company is on the grow! Check it out...

Just as we keep expanding our trail offerings to create more opportunities for trail runners and walkers to have fun, 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. This store will be THE place to purchase your running gear (trail & 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 (https://www.kenosharunningcompanystore.com/), was 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!



XC Thrillogy calendar (<u>www.XCThrillogy.com</u>)

