



XC Thrillology Newsletter

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

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Special Offers!

- Scarpa Trail Shoes
- "The Nine"
- Gift Certificates for Trail Events

Happy New Year from Me to You in the most sincere way you can imagine!!

My year has been blessed in countless ways and highlighted by those I have met through the events we host. Many of you have become friends and have influenced the way I approach and host an event, thank you.

We started planning for 2017 months ago to secure dates, make decisions on new events, and improve upon current events. We have grown from 2 events in 2014, 7 events in 2015, 12 events in 2016 and will have **21 scheduled events for 2017 which includes 4 CaniCross events** as part of trail series. We are also in the decision making process regarding developing and hosting the first National Championship CaniCross event in October. All our events will be held in Kenosha County.

We recently started the **XC Thrillology Fitness Team** and have attracted some great individuals. This Team is ideal for those looking for a little guidance and structure to improve; their running/walking, regain their fitness and live a healthier lifestyle. Everyone is welcome regardless of experience or current level of fitness and I would especially encourage those that struggle with weight issues to consider our Team. We meet twice a week, at Christian Life School in Kenosha on Mondays at 6:00 pm (indoor workout) and Saturdays at Petrifying Springs County Park Shelter One in Kenosha at 10:30 am. For more information visit <http://www.xcthrillology.com/xc-thrillology-trail-team.html>. Call 262-925-0300 or e-mail briant@kenosharunningcompany.com with any questions.

One more personal note, I will be entering new age group this year (55-59) and it has completely fired me up to get back into competitive shape (which I have not been for almost 7 years). I am not sure what competitive will mean going forward, but I hope my mind and body can agree!!! In saying this I look forward to seeing you at events other than the ones we host. If you have any suggestions for me, that would be great.

Have an amazing 2017 and may your spirit be lifted in a way that others are uplifted as well.

If you have any questions, give me a call anytime 262-925-0300 or drop me an e-mail at briant@kenosharunningcompany.com.

Running it is just a way of life.
Brian

Upcoming events...

- **im Schnee festsitzen**
Sunday, Jan. 22
KD Park
Burlington, WI
- **Rut Rogue 40s**
Saturday, Feb. 4
Augusta, GA
- **Boreas Trail Adventure**
Sunday, Feb. 19
Bristol Woods Park
Bristol, WI
- **Hills Are Alive Trail Run/Walk**
Saturday, March 11
KD Park
Burlington, WI
- **John Dick Memorial 50K**
February 2017
Southern Kettle Moraine
- **Wisconsin Marathon,
Half Marathon & 5K**
Saturday, May 6, 2017
Kenosha, WI
- **Bunk House Trail Runs
50K 30K 10K**
May 28, 2017
Eagle, WI
- **Coureurs de bois
Trail Run & Relay**
Saturday, June 10
Petrifying Springs Park
Kenosha, WI
- **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

Interested in promoting your event with us?

Our newsletter goes out on a monthly bases and reaches over 6,000 runners, coaches, race directors, walkers and those just like you. Contact Stephanie at 262-925-0300.



Sunday, January 22, 2017

KD Park, Burlington, WI • 10:30 a.m.

(From Hwy. 50, take Hwy. KD south to Hwy. F, turn right, go to Karow Road, turn right.)

SIGN UP TODAY!!!



The 2nd Annual im Schnee festsitzen Trail Run is a welcoming event for runner, walkers, dog lovers and even snow shoe lovers!

KD County will again be the host park for this trail adventure and the trails will mostly likely have some snow and perhaps a little ice. The course will be finalized the day before the event as we will evaluate trail conditions then and determine the best route. The trail loop will be approximately 2.5 miles, with a 400m out and back to the trail from the start/finish area. We are only organizing this event, the distance is completely up to you, in 2016 most liked the 3 loop option (8 miles), but it is completely up to you as you will have up to 3 hours to run/walk as much as you like.

We will have a swag buffet, soup, beef stew and Schnapps to warm up to once finished. This is also a BYOSS (BRING YOUR OWN STUFF to SHARE), bring your favorite beer, wine or soda to share with fellow trail lovers.



Sunday, February 19, 2017

Bristol Woods Park

Bristol, WI

Trail Runners: 10:30 a.m.

CaniCross Runners: 10:15 a.m.

[SIGN UP TODAY!!!](#)



2nd Annual Boreas Trail Adventure is a welcoming event for runner, walkers, and dog lovers! This will also be our first CaniCross event of the year.

Bristol Woods County Park will be the new host park for this trail adventure and the trails will mostly likely have some snow and perhaps a little ice. The course will be finalized the day before the event as we will evaluate trail conditions then and determine the best route. The trail loop will be approximately 3 miles, with a combination of woods and prairie trails. We are only organizing this event, the distance is completely up to you, in 2016 most ran about 9 miles, but it is completely up to you as you will have up to 3 hours to run/walk as much as you like. CaniCross designated distance will be 3 miles, but you are welcome to run more once finished with the 3 mile event.

We will have unique swag, soup, beef stew and Schnapps to warm up too once finished. The Pringle Nature Center will be open for everyone to warm up too. This is also a BYOSS (BRING YOUR OWN STUFF to SHARE), bring your favorite beer, wine or soda to share with fellow trail lovers.



XC Thrillogy Fitness Team

I am excited to share that we will be introducing a fitness team for those that are new or starting again to walking, running and have weight difficulties. This is not a weight loss program, this is a fitness team. Kyle Gilman will be leading the program, he has lost over 230 lbs. in the past 16 months and has went from barely being able to walk a few minutes comfortably, to recently completely a running adventure from Milwaukee, WI to Chicago, IL. He not only understands the difficulties of regaining fitness and a healthy lifestyle, he has lived many aspects of it.

We will be meeting every Monday in January at 6:00 p.m. at Christian Life School in Kenosha, WI and every Saturday at 10:30 a.m. at Petrifying Springs County Park (Shelter 1) in Kenosha, WI. Your first session is FREE, so you can see if our approach is a good fit for you.

We will focus on three aspects each workout and in this order; proper warm up, cardio and core development. We will discuss other aspects of fitness as well. Everyone is welcome, regardless of your level of fitness or ability. For more information, call 262-925-0300 or e-mail briant@kenosharunningcompany.com.

Let's jump-start 2017 and have the courage to start enjoying a healthy lifestyle.

[**Sign up online today!!!**](#)

**We are actively looking to sponsor
other Trail Running or Walking Events...**

Attn. Race Directors of Trail Running and Ultra Events... We are interested in sponsoring your event. Contact Brian Thomas 262-925-0300 or e-mail briant@kenosharunningcompany.com

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



TIME TO SHOP FOR YOUR 2017 Running Program

Was your Christmas list filled with items to help you meet your Running Goals in 2017? If Santa didn't bring all the things you asked for, it is not too late to shop for yourself! Be sure to include these XCThrilllogy partner products on your list of things to make 2017 the best running year ever!

Did you have a hydration backpack on your list from Santa? If so you should check out...



My ultimate wish list from them would include their HydraQuiver Single Barrel™. Have you seen someone on the trail running with bottles on their back and thought what the heck is that? Tired of bouncing and sloshing hydration packs? HydraQuiver sports a silky smooth webbing, long spandex pockets to hold your phone while running, an interior rear cargo storage and a secure zipper pull. Best of all, water bottles are so much easier to clean than hydration bladders and tubes. In addition to their awesome selection of hydration products, my list would also include their Transition and Seat Wrap (a car seat cover and changing towel in one) and the Modular Gym Bag (a larger than normal gym bag with many pockets to keep the sweaty from getting the rest messy).

Kenosha Running Company is a proud affiliate of Orange Mud. Please click this link http://www.orangemud.com/#_I_6s to visit Orange Mud and get your gear for the best 2017 ever!

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™



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 XCThrilllogy events and is offering a **15% discount** on purchases through their website. Please visit <http://nipeaze.com/> and enter the promo code **TRAILRUN2017** to receive your discount.



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.

[CLICK FOR MORE INFO](#)

[CLICK TO SIGN-UP](#)

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) (6:00pm start)
10K (6:00am start) (noon start) (6:00pm start)
- Charge the Knight 5K (9:00pm start)

SWAG:



for women

for men

2017 Event Special & FREE Shoes

We are taking a huge step forward in 2017 and hoping you will take one with us. We hope to entice, motivate and perhaps bribe you just a little by offering our limited Promotion for XC Thrilllogy Trail Lovers.

Sign up for the following Nine Events and receive a pair of Scarpa Neutron Trail Running Shoes for FREE!

Here are "The Nine"...

- Jan 22nd - im Schnee festsitzen Feb 19th - Boreas Trail Adventure
- March 11th - Hills Are Alive June 10th - Coureurs de bois Trail Run & Relay
- Aug 20th - Running Free Trail Run & Beach Party Sept 9th - Oktoberfest 5k+
- Sept 30th - Pike River Trail Run/Walk Nov 12th - Wolf Pack Trail Run & Relay
- December 9th - Hateya Trail Run

THE NEUTRON RUNNING SHOE...

is ideal for the trails we run on and has a retail price of \$129.00. The limited promotional entry fee for all "9" events is \$307.00 and is available until January 8th, 2017. The Neutons will be available at our events for pick up or at our office. If not in stock, allow 7-14 days for us to receive them. To review these events, visit www.XCThrilllogy.com

Click here to sign up for...



Questions???? E-mail briant@kenosharunningcompany.com or call 262-925-0300.

ELLIPTIGO

Elliptical Cycling

Revolutionize
Your Fitness with an
ELLIPTIGO elliptical bike!

Take a test ride...

and if you decide this is the right training equipment for you, then you will receive **10% off and FREE entries** for the January and February trail runs.

You can also schedule a test ride by contacting Brian Thomas at briant@kenosharunningcompany.com or at 262-925-0300.

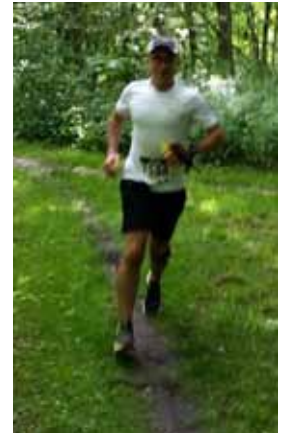
Elliptical cycling combines the best of running, cycling and the elliptical trainer to give you a fun and effective way to exercise outdoors. Since it is a low-impact exercise, elliptical cycling allows you to build cardio fitness while being easy on your joints. That makes it great for everyone – young or old, health conscious to elite.



Hateya Trail / CaniCross REVIEW



[Click here for more photos.](#)



The XC Thrilllogy Trail Team is a group of trail runners and walkers that love the trails and desire to share their passion with others. Embracing walkers/runners of all fitness levels and abilities, the Trail Team will be supportive, encouraging, and challenge the team members to grow in their sport and love for the trails.

XCT Trail Team benefits:

- Introduction to running and trail running classes/coaching based on experience/fitness levels.
- Core development training based on fitness levels.
- Once a week group runs/walk on trails in SE WI and NE IL.
- 10% discount on all XC Thrilllogy Trail Events and Kenosha Running Company Inc. retail products.
- Planned destination events.
- Discounts for non XC Thrilllogy trail and running events.
- XCT Trail Team running gear and apparel.
- XCT Trail Team Facebook community to find running partners and ask questions.
- Discounts on VO2 max testing
- Discounts on Body Composition Evaluation.
- Plus many more as the XCT Trail Team evolves!

Join the XC Thrilllogy Trail Team and become a part of a welcoming community of trail runners/walkers, both experienced and new, and explore all the things that make trail running an amazing escape from the ordinary workout.

You would like to join? Review the following:

1. Twelve Month Team Fee: \$65.00 includes Team Training Shirt. (includes all of the above except coaching services)
2. Coaching Services and Fees will be customized based on your vision.

[CLICK HERE TO LEARN MORE...](#)

[CLICK HERE TO SIGN UP ONLINE!!](#)

HILLOOPY

RELAY

Saturday, July 29, 2017

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



It's Time to Get Your Hilloopy On!!!

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 tailgate 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.

Each loop you have the option to hand off to a teammate or run another loop based on your team's strategy, but either way you will start and finish in XC Thrilllogy Village and the sounds of our DJ. The exchange zone and start/finish area lined with all the relay teams for hundreds of meters, music keeping the party on the right note, great food served by the UW-Parkside XC & track teams throughout the day, fun activities throughout the event and a tailgate party kind of feel, with lots of running and fun for everyone!

New for 2017, we will have 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 StephanieZ@kenosharunningcompany.com.

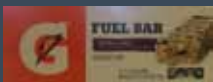
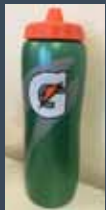
[CLICK HERE FOR MORE INFORMATION!](#)

[CLICK HERE TO SIGN YOUR TEAM UP!](#)

Unique XC Thrillology Swag for Sale at XC Thrillology Events

- String Bag\$8.00
- Duffle Bag\$8.00
- Frisbee\$3.00
- HooRag\$8.00
- Stainless Steel Water Bottle\$8.00
- Gatorade Water Bottle.....\$4.00
- Gatorade Fuel or Protein Bars..... 2/\$3.00
- 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



Shoes will be available at the im Schnee festsitzen Trail Run or at our office in Kenosha, WI

Kenosha Running Company Inc. is slowly expanding beyond being an exclusive running/walking event management company.

We have have some very exciting news to share. **Think Scarpa, yes Scarpa!!!** They make some of best trail running shoes that you have never heard of!!!! I 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 Proton (\$130) and the Neutron (\$130). We are taking pre-orders as we are in the midst of placing our first order. We are going to extend a bonus with your purchase:

You will get a free entry in our January or February trail event (your choice).

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 Monday - Friday 8:00 - 5:00

We will also have available at our events: XC Thrillology Gear, Trail Toes, Gatorade Protein & Refuel Bars and if you have suggestions for us... please let us know.

RUNNER'S WORLD REVIEW...

The Scarpa brand was born in northern Italy and combines the craftsmanship of Italian design with the outdoor mountaineering tradition of the Dolomites. The Neutron is a new model that, compared with Scarpa's previous shoes, has a deeper and narrower heel, a wider toebox, and a 6 mm heel-toe drop (height difference between heel and forefoot) — making them more in line with other trail brands. The Neutron is a solidly built shoe with supportive, stitched overlays; an aggressive, trail-gripping and mud-shedding tread; and arch-wrap construction that reaches up and supports the arch on both sides. The traction and sturdy construction impressed testers, and they most appreciated the shoes when going slow over rugged terrain.

XC Thrilllogy events!

www.XCThrilllogy.com



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!!)

January 22, 2017
KD Park
Burlington, 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.

February 19, 2017
Bristol Woods Park
Bristol, 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.

March 11, 2017
KD Park
Burlington, 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.

June 10, 2017
Petrifying Springs Park
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.

JULY 29, 2017
UW-P National XC-Course
Kenosha, 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.

August 20, 2017
Silver Lake Park
Silver 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.

September 9, 2017
Old Settlers Park
Paddock Lake, 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., Sept. 30, 2017
Petrifying Springs Park
Kenosha, 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., Nov. 12, 2017
Bong State Recreation Area
Kenosha (Kansasville), 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.

Sat., Dec. 9, 2017
Petrifying Springs Park
Kenosha, WI