



www.XCThrillology.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 #49 • April 2019



REGISTER
Meraki
Trail Adventure
& Dirty Dog Dare
Sunday, April 7
Bong State Recreation Area
Kansasville, WI



Event alerts

- **Meraki Trail Adventure / Dirty Dog Dare**
April 7 – Kansasville, WI
- **Virtual CaniCross Event**
April 13 or 14 –
location of your choice
- **Pets for Vets 5K Run**
April 27 – Burlington, WI
- **Sprint for Spring**
April 27 – Lake Geneva, WI
- **Wisconsin Marathon, Half Marathon & 5K**
May 4 – Kenosha, WI
- **Husky Hike**
May 18 – Wadsworth, IL
- **Coureurs de bois Run & Relay**
June 8 – Kenosha, WI
- **Somers Let Freedom Ring One-Mile Parade Run**
July 4 – Somers, WI
- **Hilloopy 100+ Relay**
July 27 – Kenosha, WI
- **Hot Hilly Hairry**
July 27 – Kenosha, WI

Introducing...

The end of March means the beginning of Track and Field season for Brian, so now he is even busier than ever! As a result, he asked me to write the intro to April's newsletter and I am a bit scared to fill his running shoes.

For those who don't know me, let me introduce myself. My name is Stephanie. At the events, you will find me at packet pickup and selling the merchandise we bring along. When we are not at events, I send out emails, handle registrations, staff the boutique, keep the books, and much more, but my most important job is to help Tammy (Brian's wife) keep Brian in line.

I started working for the Kenosha Running Company over 3 years ago to stay out of



trouble while my 4 children were in school (I'm kidding – sort of). Actually, I started because the sport of running has given me so much and I wanted to encourage others to try the sport I love. This year, I have taken my encouragement a step further by becoming a Girls on the Run coach for a school in Franklin, WI.

When not at work or uber-ing a child, I can be found on the trails or in the gym. For the past two years, I have set a goal to do a running event (10K or higher) each month that is not an event we host. I try to race local (WI, IL, or IN), so look around for me at the start/finish and say HI! Want to know where I will be racing? Email me stephaniez@kenosharunningcompany.com.

Happy Trails, Stephanie

Our next XCThrilllogy event



Meraki Trail Adventure & Dirty Dog Dare

Sunday, April 7, 2019
10:15 a.m.

Bong State Recreation Area
Kansasville, WI



Meraki Trail Adventure

Meraki is a Greek word which means “to do something with passion, with absolute devotion, with undivided attention”. There are many answers to why our participants participate in our events, but they all can agree on the fact, when they are running/walking the trails, they are doing so with passion, devotion, and undivided attention.

The Meraki Trail Run is 4.5, 9.0, or 13.5 miles of immersion in the experience of trail running in the spring. Bullfrogs and song birds will be your soundtrack. Muskrats, deer, forest, and wildflowers will be your backdrop. The new spring grass will give you the bounce in your step to complete your chosen distance (or perhaps more)!

Ran in conjunction with Dirty Dog Dare... the CaniCross companion event. CaniCross athletes will have a choice of 4.5 or 9.0 mile events as a final test of their trail fitness.

This event is perfect for all fitness levels and is dog-friendly for those not interested in participating in the CaniCross Event.

REGISTER TODAY!!

Dirty Dog Dare

There are many answers to why our participants participate in our events, but they all can agree on the fact, when they are running/walking the trails, they are doing so with passion, devotion, and undivided attention.

Dirty Dog Dare is the CaniCross companion event to the Meraki Trail Run and is the final event of the 2018-19 CaniCross season. CaniCross athletes will have a choice of 4.5 or 9.0 mile events as a final test of their trail fitness. If you are new to CaniCross, please note that this event is beginner friendly and special CaniCross equipment is not required. If you are interested in trying CaniCross equipment or upgrading your current set up, visit our boutique at 1706 - 22nd Ave., Kenosha where we will happily fit your dog (and you) and you can test run the equipment on our property or the adjoining bike trail.

Ran in conjunction with the Meraki Trail Run is 4.5, 9.0, or 13.5 miles of immersion in the experience of trail running in the spring. This event is perfect for all fitness levels and is dog-friendly for those not interested in participating in the CaniCross Event.

REGISTER TODAY!!

Click here for our
Running/Walking/CaniCross
2019 Schedule!

Upcoming XCThrillology event



Coureurs de bois Trail Run & Relay

Saturday, June 8, 2019
Petrifying Springs Park
Kenosha, WI

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

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

June is Wisconsin's reward for surviving the blustery winter months and the gray muddy days of spring and there is no better way to commemorate the start of green and warmth than a run in the woods.

The Coureurs de Bois Trail Run and Relay (which means to run in the woods), is a celebration of the start of summer. Taking place in Petrifying Springs Park, in Kenosha, this trail event is perfect for all fitness levels. The event distances of 4, 8, 12, or 16 miles individual events or a 16 mile 2-person relay will fit all athletes, from those who soldiered through winter training to those who snuggled in and waited winter out.

The course is a 4-mile loop that starts in a wide grassy area and leads you to the single track trails that meander through the woods within the Petrifying Springs and UW Parkside. The hardwood forest provides the perfect distraction from the rolling hills and possible short steep climbs (depending on the mood of the race director). The optional chilly river crossing will serve as the reminder of the iciness of winter the promise of warmer days to come.

Enjoy the company of your trail friends, new and old, after you have completed your event at the after-party which features crepes, a fruit bar, and other great food and drinks.

For those that enjoy running or walking with their dog, this is a dog-friendly event. There will not, however, be a separate CaniCross division.

XC Thrillology 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](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!



Product partners...



Upcoming XC Thrillology events

Somers

Let Freedom Ring

One-Mile Parade Run

Thursday, July 4, 2019
Somers Fire Station
Somers, WI

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



HILLOOPY RELAY

Hilloopy

100+ Relay

Saturday, July 27, 2019
6:00 a.m.
UW-Parkside National
Cross Country Course
Kenosha, WI

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

Hot Hilly Hairly

Saturday, July 27, 2019
6:00 a.m.
UW-Parkside National
Cross Country Course
Kenosha, WI

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



Special Olympics

State Cross Country Meet

Saturday, July 27, 2019
UW-Parkside Wayne E. Dannehl
National Cross Country Course
Kenosha, WI
2:00 p.m.



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

Upcoming area event

HUMP DAY GROUP RUN

Wednesday Evenings at 6:00 p.m.



www.KenoshaRunningCompany.com

1706 - 22nd Ave., Kenosha
(262) 925-0300

Runners & walkers of all abilities are welcome.

Think summer running...

HIL100OPY

RELAY



Saturday, July 27, 2019 • 6:00 a.m.

UW-Parkside National

Cross Country Course, Kenosha, WI

The SUMMER RUNNING TAILGATE PARTY of the Midwest!

SIGN-UP TODAY!

This ultra-relay event has each team running 33 laps of the nationally known 5K cross country course. Imagine the fun of running this beautiful nature trail which keeps looping you back to the cheers and support of your teammates and other spectators. With a relay event like this, strategy is the key! Any size team is WELCOME from 2 to 33! Not everyone has to run the same number of loops, but everyone does have to have a great time!

All teams will begin at the same time in a thrilling mass start and with each loop you have the option to hand off to a teammate or run another based on your team's strategy. We track the number of loops for each team, provide loop splits for all 33 loops, and will have continuous live updates on a large screen near the exchange zone.

Think summer running...



DISTANCE OPTIONS:

The 18 Hour Death March — 100K — 85K Ultra Solo
65K The Dragon Dare — 50K — 30K — 20K — 10K
Charge the Knight 5K

<http://www.xcthrillogy.com/hot-hilly-hairy---7-27.html>

Saturday, July 27, 2019 • 6:00 a.m.

UW-Parkside National Cross Country Course, Kenosha, WI

How can it be the 5th Annual already... Over the years we have made this perhaps the most welcoming of events, especially for those attempting their first ultra or testing their limits with their longest run ever. This tailgate running party atmosphere is created by the amazing people that run and walk our events. Our policy of no cut-off times for any distance takes at least one obstacle out of the way for many runners.

The 5K cross country course, with one mini aid station and one full blown aid station are ideal. Aurora Medical sets up an amazing recovering and prevention tent that is fully staffed, including ice bath pools.

You will have a designated corral area for those running the same distance as you and you are welcome to set up your own camp as well. Perhaps your personal ultra distance is a 10K or you are looking to test your sanity with the 18-Hour Death March, either way you will be welcomed and treated in an amazing way throughout the day.

New this year and I believe a first for any event across the country, we will have Hot Hilly Hairy Black Sashes for the first 125 Ultra Runners signed up and the first 75 signed up for sub-ultra distances will receive Yellow Sashes. We will continue to have as an option tiaras and medallions. But you only get to pick one!!! It is one of our objectives to have the most unique swag options.

For more information and to signup, visit: <http://www.xcthrillogy.com/hot-hilly-hairy---7-27.html>

Unique virtual event

Spring Into Action 2nd Virtual CaniCross Event...

[Click here](#) to sign up for the 2nd CaniCross America!



RACE DESCRIPTION

CaniCross USA is pleased to announce the **2nd Virtual CaniCross Event** hosted by the Kenosha Running Company.

It has been exciting to see so many embrace CaniCross and thousands run with their dogs on a regular basis with some having no idea there are actually events that are exclusive to those who run or walk with their dogs.

SPONSORED BY:



HELP US GROW THE SPORT AS WE TAKE ON THIS NEW ADVENTURE!

You may run either **APRIL 13TH or 14TH** depending on your schedule or weather conditions. Distance will be completely up to you! We prefer you run on trails, but any location is fine. You will be able to post pictures of your run, including distance, selfies, or any other fun things you wish to highlight from your run on the CaniCross USA Facebook page (<https://www.facebook.com/canicrossusa/>). We will also be posting information and results on our website and in our newsletter. Once you sign up you will receive a confirmation email from us. We will be mailing out the swag to the address used for registration.

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!



More Virtual CaniCross Events...

Check out these great upcoming events for you and your pooch...

XC Thrillogy is pleased to announce the addition of more Virtual CaniCross USA Events in conjunction with their running/walking/CaniCross events throughout the year...

here are the next two upcoming events.

Watch for more...



Dirty Dog Dare

Sunday, April 7, 2019
Bong State Recreation Area
Kanasaville, WI

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



Nightcrawlers Trail Adventure

Saturday, Aug. 10, 2019
7:45 p.m.
Silver Lake County Park, Salem Lakes, WI

[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. 29, 2019 ⌚</p>	<p>Saturday, Nov. 23, 2019 ★</p>
<p>Watch for the 2020 event ☯</p>	<p>Sunday, April 7, 2019 ➤</p>	<p>Sunday, Oct. 20, 2019 ➤</p>	<p>Saturday, Dec. 7, 2019 ★</p>

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. and other sponsors
6. Discounts on CaniCross USA apparel and related products

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.

XC Thrilllogy event reviews

A look back at the adventure...

Hills Are Alive Trail Run/Walk & CaniCross was the highlight of my week after dealing with flooding waters in our new building the previous three days. Lake Geneva Canopy Tours is the new location for this event and those you love hills had one awesome hill with an amazing view once they reached the top.

When I ran and marked the course early Saturday, the trails were in a frozen slumber, despite the temperatures being in the low to mid 30's throughout. The course came "Alive" as the sun woke up the frozen tundra!!! The sleeping snow and ice were kissed by the sun and added a new challenge, and the frozen earth slowly gave way recording every step by canine and trail lover!

Those that wanted the extra challenge of mindful running, testing your balance, and staying upright throughout, loved these trails! I love to see the mud on runners, all the smiles once done, and the stories of the trails.

Thank you to Stephanie & Nessa for setting up and getting everyone signed up and ready to run, Jim & Maggie for filling your bowls of corned beef & cabbage, Ashley & Ashley assisting with the timing, and my wife Tammy for doing a little of everything!



Check out all the great photos of the event...

<http://www.xcthrilllogy.com/hills-are-alive-event-photos---videos---2019.html>

Want to find out where you finished?

Check out the results... [click here](#).

Our next trail & CaniCross event is April 6th... Meraki Trail Run/Walk and Dirty Dog Dare at Bong State Recreation Area with distances of 4.5 miles, 9 miles and 13.5 miles.

REGISTER TODAY AT...

Meraki <http://www.xcthrilllogy.com/meraki.html>

Dirty Dog Dare <http://www.xcthrilllogy.com/dirty-dog-dare---meraki-trail-adventure---4-7.html>

Thank you all for an amazing day and for lifting my spirits.

Running it is just a way of life.
Brian

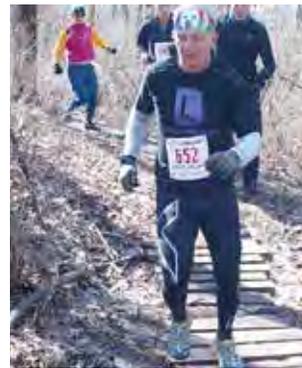
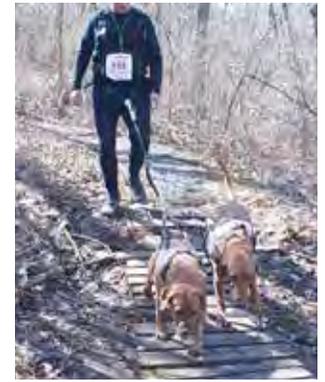
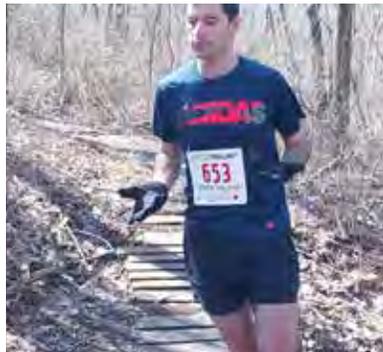
XC Thrillology event review

A look back...



HILLS ARE ALIVE

TRAIL RUN/WALK



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

Running & CaniCross Specialty Destination



Specializing in
**RUNNING &
CANICROSS**
(262) 925-0300

www.KenoshaRunningCompany.com

1706 - 22nd Avenue, Kenosha, WI

Kenosha County's Only
**"Run Specialty &
CaniCross Store"**

- Road Shoes
- Trail Shoes
- Running Gear
- Apparel & Socks
- CaniCross Gear
for Dog-Loving
Runners & Walkers
- Personal & Group
Training Programs



*KRC is the proud organizer
of XC Thrillology
Trail & CaniCross Events*

www.XCThrillology.com

Upcoming area event

It is finally SPRING!

The weather is nice. You are starting to feel good. Are you getting the itch to race?

It is just over a month until the Wisconsin Marathon! That is plenty of time to get ready for the 5k, half marathon, or maybe even the full 26.2, right?

There is still time to register.

Do it now and use the promo code...

**18KRUNCO for
10% off the price.**

For race details and registration... visit:

www.wisconsinmarathon.com



Wisconsin Marathon, Half Marathon & 5K

May, 4, 2019



Saturday, May 18th

Check-in begins at 9:15 a.m.

**VanPatten Woods Forest Preserve
Wadsworth, IL (Shelter A)**

Please join our volunteers and family of adopters for a three-mile hike with your dogs, or with one of our foster dogs! (Foster walkers must be over the age of 16 and registered at the foster tent by 10 am.)

The purpose of this event is to raise money for abandoned, abused, or injured

Siberian Huskies so they may be properly cared for and placed in good homes.

No matter what your monetary contribution is, you WILL make a difference in helping these deserving Siberian Huskies receive proper care and find a forever home.



Click [HERE](#) to register for the

2019

Husky Hike!

Upcoming area event

2X the fun...Saturday, April 27, 2019



5K REGISTRATION OPEN NOW!
Guaranteed T-Shirt &
Early Bird Pricing by April 12

262.248.6211
GenevaLakesYMCA.org/5K

Join us at the Geneva Lakes Family YMCA for our Third Annual Community 5K Run/Walk. This "chip timed" race is the perfect run/walk to prepare yourself for future runs, to keep yourself in shape or simply have some fun!

Schedule of Events

Friday, April 26, 6 am - 7:30 pm
Packet Pick up at the YMCA

Saturday, April 27, 8 am
Registration/Check In at YMCA
Packet Pick up

9 am
5K Run/Walk Begins

9:45 am
Awards Announced

10 am
FREE 1/2 Mile Run for
Kids 10 and under

Registration Info

Race Starts/Ends
Geneva Lakes Family YMCA
203 S. Wells Street
Lake Geneva, WI

\$30: Run/Walk Participant
*Fee includes professional chip
timed race, marked course,
t-shirt, awards, snacks
and goody bag.*

\$35 after April 12
*(shirt and goody bag are
not guaranteed)*

NEW!



Check Out Couchbusters!

This is a seven week program that is designed to get anyone, no matter what fitness level, prepared to run or walk a 5K! Based on jog/walk interval training, this program will teach the proper form and pacing necessary to complete a 5K. Feel supported and motivated each week preparing for this race.

For additional information:
Visit GenevaLakesYMCA.org/5K
See the Front Desk.

FREE!

Healthy Kids Day is a YMCA initiative to teach healthy habits for kids and families and encourage physical and mental play. This free, community, family event is immediately after the 5K and includes many activities and informational booths. Watch our website and Facebook page for updates.

Healthy Kids Day | 10:30 am—12:30 pm | Follow us: GenevaLakesFamilyYMCA

Upcoming area event



Bark 'N Brew will have hours of entertainment for owners and their dogs. The Milwaukee County Police Department's K9 Unit will be on site hosting demonstrations on how their hounds put their noses to work. Dogs can compete for distance and height in the Ultimate Air Dog Competition, where dogs will race down a dock and leap into a 20,000 gallon pool. All competition dogs are encouraged to pre-register at UltimateAirDogs.com. Beginners are welcome to sign up on site the day of the event.

Bark 'N Brew will feature The Bark Place Food Court with food from Davian's and La Masa Empanada Bar with a variety of craft beers from Lagunitas Brewing Company, Good City Brewing Company, and Founders Brewing Company.

At the main stage area, attendees and their dogs will be able to participate and win prizes in various contests like Best Trick, a Dog and Owner Look-Alike contest, an 80's Costume Contest, Best Kisser, and the Furminator (biggest hair-ball). Participants can sign up for contests next to the stage the day of the event. Exhibitors will be on site to educate pet owners on pet nutrition, obedience training, pet care, and grooming and there will be vendors showcasing the latest fashions and pet products that you won't find in stores.

Bark 'N Brew admission is free and a portion of the proceeds from food and beverage sales will benefit Friends of MADACC (Milwaukee Area Domestic Animal Control Commission,) a local nonprofit organization. In addition, Schlossmann Subaru City is donating \$25 for every new Subaru sold between Saturday, August 26 and Monday, September 4 to the organization.

Bark 'N Brew is a rain or shine event. Dogs must be on a leash and be current with vaccines. There will be an off-leash area for dogs to run and play.

Schedule

SATURDAY

- 11:00 am – Ultimate Air Dogs Splash 1
- 12:00 pm – K9 Crew
- 12:30 pm – Costume Contest
- 12:45 pm – Look-A-Like Contest
- 1:00 pm – Ultimate Air Dogs Splash 2
- 2:00 pm – K9 Crew
- 2:30 pm – Furminator Contest
- 2:45 pm – Best Kisser Contest
- 3:00 pm – Ultimate Air Dogs Splash 3
- 3:30 pm – Best Trick Contest
- 4:00 pm – K9 Crew
- 4:30 pm – Wiener Dog Race
- 5:00 pm – Ultimate Air Dogs Fetch It

SUNDAY

- 11:00 am – Ultimate Air Dogs Splash 1
- 12:00 pm – K9 Crew
- 12:30 pm – Costume Contest
- 12:45 pm – Look-A-Like Contest
- 1:00 pm – Ultimate Air Dogs Splash 2
- 2:00 pm – K9 Crew
- 2:00 pm – Ultimate Air Dogs Chase It
- 2:30 pm – Furminator Contest
- 2:45 pm – Best Kisser Contest
- 3:00 pm – Best Trick Contest
- 4:00 pm – K9 Crew
- 4:00 pm – Ultimate Air Dogs Finals
- 4:30 pm – Pug Run

Upcoming area event



www.PetsforVets.com



Pets for Vets 5k Run

Because your pet needs a workout
buddy, too

**Burlington High School
400 McCanna Parkway**

April 27th-09:00 a.m.



Scan here to register



Upcoming area event



SEPTEMBER 14-15, 2019
WISCONSIN
KETTLE MORAINE STATE FOREST



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.

Register Today:

<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!

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...

03/30/19	Kids and Family Expo	Pleasant Prairie Rex Plex	9 a.m. - 3 p.m
03/31/19	Team RWB Day	1706 22nd Ave Kenosha	11 a.m.- 1 p.m.
04/03/19	Hump Day Run	1706 22nd Ave Kenosha	6 p.m. -8 p.m.
04/07/19	Meraki/Dirty Dog Dare	Richard Bong State Recreation Area	10:15 a.m. - 3 p.m.
04/10/19	Hump Day Run	1706 22nd Ave Kenosha	6 p.m. - 8 p.m.
04/24/19	Jockey Shoe Day	2300 60th Street Kenosha	9 a.m. - 1 p.m.
04/24/19	Hump Day Run	1706 22nd Ave Kenosha	6 p.m. - 8 p.m.
04/27/19	Lake Geneva Healthy Kids Expo	Lake Geneva YMCA	7:30 a.m. - 1 p.m.
05/03/19	Wisconsin Marathon Expo	Kenosha Public Museum	10:30 a.m. - 7 p.m.
05/04/19	Special Olympics	Racine	9:00 a.m. - 5 p.m.
05/04/19	Special Olympics	Muskego	9:00 a.m. - 5 p.m.



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





**Visit our booth
this weekend at:**



**Kids & Family
eXPO**

**SAT, MARCH 30, 2019
9:00 AM - 3:00 PM**



9900 Terwall Terrace
Pleasant Prairie

**We will have DISCOUNTED
Kids / Adults Running Shoes & Gear**

Volunteer opportunity

A photograph of three athletes in wheelchairs on a track. The athlete in the foreground is wearing a blue jersey with 'GATEWAY' on it and a blue helmet. The athlete in the middle is wearing a grey jersey and a black helmet. The athlete in the background is wearing a blue Superman jersey and a black helmet. The text 'BECOME A VOLUNTEER COACH!' is overlaid in a large white font on a dark green circular background.

BECOME A VOLUNTEER COACH!

Join Great Lakes Adaptive Sports Association's Track and Field team! Assist in coaching track and field athletes who have a physical or visual disability. Knowledge of track or field is preferred. Contact Cindy Housner, chousner@glasa.org or 847-283-0908.



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@kenosharunningcompany.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 signup 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@kenosha-runningcompany.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

Beyond our physical fitness

88 Days

By: Tim Barthel

Spring has officially sprung and it appears that the weather in South East Wisconsin is going to allow for some outdoor activity that will not require twenty layers of clothing. As I write this, the countdown is on until summer officially begins with only 88 days to go. So along with that countdown comes planning for summer fun. The big question that is starting to be asked is, "How to pay for that summer fun?" Enjoying the summer can turn into a big expense if you do not plan ahead. Here are a few tips to stay financially fit while enjoying your summer.

There is Still Time to Save

With summer near at hand, 88 days and counting does not seem like a lot of time to save but it is. If you pinch some pennies and adjust your spending your money can still add up to help you enjoy some fun this summer. By saving \$12.00 a day you will have a little over \$1,000 by the time summer officially hits.

If you shop bargain travel sites this is more than enough for a weekend getaway for two in the continental United States. One of the best areas to come up with this savings to fund this is by looking at your food habits. If you are buying a coffee every day and going out to lunch most days the money to save is right in front of your eyes. Become a brew master at home and brown bag your lunches for some big savings.

Plan a Local Road Trip

If \$12.00 a day is too steep to save, try putting away \$6.00 a day. By saving this much you will have a little over \$500.00 on the first day of summer. This is plenty of money for a local road trip. Some rental car companies offer weekend specials for as low as \$10.00 per day. That means you will have \$470.00 for gas, lodging, and food. Drive to a nearby state park that you have always wanted to see. Check out your State's visitor bureau to find out all of the fun things there are to do in your state that are only a driving distance away. Find a side hustle to drum up this savings. Do you like to paint? See if friends or family members are looking to spruce up a room and quote them a price. Do you have a friendly pet? Offer to pet sit for others and your pet can make a new friend while you earn that extra cash.

Try a Staycation

If money is tight and saving is not an option right now try a staycation. Take some time to explore your local surroundings. Many cities and counties have chambers of commerce or visitor bureaus. Check out what they are promoting about your area. There may be some local treasures that you have not discovered yet. Be creative by finding things that you can walk to or bike to. See if you have a local organization that puts on community theater or local live music. These are generally at a low or no cost and are a lot of fun to attend.

Summer is a great time to relax and have fun. By planning ahead of time for it you can stay financially fit so you do not end your summer wondering where you spent all your money. Remember it is the experiences with the ones we love that create lasting memories. A picnic at your local park with some quality time spent together can create a positive memories that will last vs. going in debt to travel across the country. Have fun as you gear up for summer.

Tim Barthel is President/CEO of Southern Lakes Credit Union in Kenosha, WI. He has been part of the Credit Union movement for 17 years. His passion is helping people achieve financial success. Southern Lakes Credit Union serves people who live or work in Kenosha, Racine, Walworth, Milwaukee, Rock, and Waukesha counties in Wisconsin along with Lake and McHenry counties in Illinois. Open an account today and experience the difference of being a member owner.



Shout out...

Calling out all Running Clubs, High School XC & Track Teams

Kenosha Running Company is managing and hosting the first ever Summer State Cross Country Meet with a focus on Special Olympics Athletes. Special Olympic State Cross Country Meet on July 27th will be held at the Wayne E. Dannehl National Cross Country Course on the campus of University Wisconsin – Parkside in Kenosha.

**Special
Olympics**
Wisconsin



Special Olympics of Wisconsin has two missions that we are becoming involved with in 2019. Those missions being, to have their community of athletes become more actively involved in events outside of those hosted by Special Olympics and to be active throughout the year. We are asking that you will open up one of your summer running days from the middle of June through end of July to include Special Olympics Athletes. You are not required to provide any coaching, only make them feel welcome, include in your warm up and include to whatever extent you would like. These athletes typically all have full time jobs and would be available late afternoon or very early evening for the workout. The state is divided in seven regions, with 160 Special Olympics coaches throughout the state. If you are interested, please [e-mail me](mailto:briant@kenosharunningcompany.com) and share any details about your group or high school team. I will be sharing updates and connecting you with area coaches and athletes.

In addition you are also invited to run in this event as mentor or on your own, distances are 800 meters, 1600 meters and 5,000 meters. We also have a unique challenge where you can run all three distances!

More info available at: <http://www.xcthrillology.com/special-olympics-state-cross-county-meet---7-27.html>

My e-mail: briant@kenosharunningcompany.com Office phone: 262-925-0300 Cell: 414-719-4771

I do hope you will join us in developing this program.

My best, Brian Thomas

FREE entry into an event!!!!



1706 - 22nd Avenue
Kenosha, WI
KenoshaRunningCompany.com

Kenosha Running Company is the trail shoe running headquarters of Southeast Wisconsin. You are welcome to take our shoes for a run on our over 2+ acres to make sure you get a great fit.

When you purchase a regularly-priced pair of trail shoes, you will receive a

FREE ENTRY

into one of our upcoming events

(excludes the WolfPack Trail Run)



April shoe special



Altra Escalante 1.0

Only \$70.00

Buckle in for a fast ride and maximum comfort in the Escalante running shoe. Enjoy Zero-Drop® natural strides and the roomy toe box Altra is known for during speed work, racing or training. Your new Altra Ego™ midsole gives you a softer feel and faster response than the A-Bound midsole used on other models. Wrap feet in a sleek, sock-like fit that goes totally unnoticed. Zero Drop™ Platform places your heel and forefoot the same distance from the ground to promote technique and the FOOTSHAPE™ Toe Box: Allows the toes to relax and spread out naturally. Speed away in your Escalante thanks to an outsole design that limits ground contact time!

Zero drop. Neutral Shoe. Cushioning 4/5 with 5 being the most cushion.

**Women's available in Light Blue and Magenta.
Men's available in Red and Blue.**

Regular Price \$130.00 **Now \$70.00**

Feature shoe of the month



Greyhound (Women's)

Salming latest addition to the road segment is a road warrior and a shoe tailored for hard-surface running.

The Greyhound is a women's running shoe that is crafted for hard-surface running and the impact forces with it. It is equipped with Salming's most durable performance outsole material to date, developed by long term partner Vibram. A racing slick design with minimized outsole pattern for excellent traction on dry and wet hard surfaces such tarmac, asphalt concrete. The main body upper contains a lightweight one piece 3 layer construction that holds the foot in place, provides great breathability and a snug fit. The tongue construction features a gusset construction to add to the comfortable wrap-around feel and the laces are racing thin.

Salming has a holistic, full body view of running using the Salming Running Wheel as its model. The center of the wheel is the biomechanics of running and the five spokes (light, flexible, flat, thin, comfortable anatomic fit) are shoe design characters to make the wheel roll as frictionless and as balanced as possible.

Neutral Shoe. Cushion level 4/5 with 5 being the most.

The Greyhound is \$155.00 — *Unleash the Greyhound in you!*



Special offers

25% off

Don't miss this exclusive deal!

High mileage neutral running shoe great for everyday training. Experience comfort and performance in this efficient high mileage trainer featuring a seamless vamp and full ground contact outsole for a natural ride. Soft and responsive cushioning delivers long-lasting shock absorption and guidance. Fitz-Rite midfoot support holds the foot securely yet comfortably. 361° engineering provides for a natural and balanced toe off and enhanced ground contact for better acceleration.



361-MERAKI (women's)



361-MERAKI (men's)

Neutral Shoe. Cushion level 4/5 with 5 being the most cushioned. Women's in Diva Pink/Tart and Men's in Black and White. Hurry in sizes are limited!

Regular Price 129.95 **Sale \$97.46**

**361° More Miles
More Smiles**

Stop by the Kenosha Running Company store to take a pair for a test run (1706 - 22nd Avenue, Kenosha, WI) or if you have any questions, please e-mail briant@kenosharunningcompany.com anytime or call 262-925-0300.

CaniCross specials for April

Trekking Belt

20% off (black only)

Sale \$39.99 Regular price \$49.99

The Trekking Belt ideal for running, hiking and skijoring. Excellent thick padding all around. Adjustable leg straps which can be removed if not required and the waist is adjustable from 75cm to 125cm. Worn below the waist to distribute the pressure and ensures that the pull from your dog doesn't become a strain for your back. On the front of the belt is a hook to easily attach the running line and to meet any needs for a quick release from the dog.



Non-stop

dogwear.no

"release your dogs potential"



Løype Belt

Only \$89.99

Løype Belt is a highly technical belt designed for running and skiing with your dog. The result is a comfortable belt made with an innovative breathable material. Adjustable leg straps keep the belt

in position and stable over the hips, for ergonomically correct pulling points. It is built to maintain an optimum technique, which helps to prevent strains or back injuries. It has a padded pocket for accessories or your phone. Your leash will be attached to the detachable quick release hook enabling you to separate when needed. The pulling point can be adjusted on both sides to loosen the pressure on your hips. Extra loops are provided on the back of the belt for a leash when not in use. This breathable mesh belt comes in two sizes, small (60cm) and medium (70cm) giving it a better fit for all runners.

XC Thrillology product & gear



store



Online or Brick & Mortar

Where and when you need...

Online Store

(<http://www.krco.mybigcommerce.com>)

Specialty Destination

1706 - 22nd Avenue, Kenosha, WI





THRILLOGY

2019 TRAIL & PARADE RUNNING & WALKING SERIES

The XC Thrillology 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>Watch for our 2020 event!</p>	 <p>Saturday, June 8, 2019</p>	 <p>Saturday, Aug. 10, 2019</p>	 <p>Saturday, Dec. 7, 2019</p>
 <p>Watch for our 2020 event!</p>	 <p>Thursday, July 4, 2019</p>	 <p>Sunday, Sept. 29, 2019</p>	<p>LOCATIONS:</p> <ul style="list-style-type: none"> ☯ Bristol Woods County Park, Bristol, WI ☯ Lake Geneva Canopy Tours, Lake Geneva, WI
 <p>Watch for our 2020 event!</p>	 <p>Saturday, July 27, 2019</p>	 <p>Sunday, Oct. 20, 2019</p>	<ul style="list-style-type: none"> ☯ UW-Parkside XC Course, Kenosha, WI ☯ Petrifying Springs Park, Kenosha, WI
 <p>Sunday, April 7, 2019</p>	 <p>Saturday, July 27, 2019</p>	 <p>Saturday, Nov. 23, 2019</p>	<ul style="list-style-type: none"> ☯ UW-Parkside XC Course, Kenosha, WI ☯ Silver Lake Park, Salem Lakes, WI