



XC Thrillology Newsletter

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

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Hello from Kenosha... I think!

What an unexpected but very welcome February in the weather department. When we planned our February trail event, we are thinking ice, snow, cold winds, etc... not nearly the summer-like weather we all enjoyed. With this weather I hope it motivated you in some way to stay the course you planned for yourself in the running and walking departments.

To assist in keeping you motivated we are looking forward to an amazing trail run and CaniCross event in March. This will be the Third Annual Hills Are Alive Trail Run/Walk and the first year for the CaniCross. We are expanding in our ways that make our events unique; Swag buffet, trail swag, those battling cancer run or walk for free, those that struggle with PTSD can get to this event early and walk or run the course if wanted for free, our RundRaising program to support charities & good causes and of course there is you! More info on this event in the newsletter.

As we grow (thank you), we are introducing different concepts and products to assist in maintaining our entry fees low and would appreciate your feedback and ideas. We have started introducing and selling products at our events and will be expanding that in a big way at Hills Are Alive! Scarpa has just released a new trail running shoe, we are introducing our XC Thrillology clothing apparel and we always have your favorite bonus Swag available for purchase.

XC Thrillology Hilloopy Teams: last year we had two Hilloopy Teams and we plan on having at least two this year. I will plan on running loops with both teams and have some bonus fun for XCT Teams as well. If you are interested in running on our team, please e-mail Stephanie and she will share more details StephanieZ@kenosharunningcompany.com and if you have your own team in mind get started putting them together and sign up, there is small entry increase starting April 1st.

Please feel free to reach out to me anytime with ideas on how to improve our events or ideas on a new event.

Running it is just a way of life.

Brian
Briant@kenosharunningcompany.com
262-925-0300

Upcoming events...

- **Hills Are Alive Trail Run/Walk**
Saturday, March 11
KD Park
Burlington, WI
- **CaniCross**
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
- **Coueurs 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 Hairly**
Saturday, July 29
Kenosha, WI
- **Hilloopy 100+ Relay**
Saturday, July 29
Kenosha, WI

HILLS ARE ALIVE



TRAIL RUN/WALK

Saturday, March 11, 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.)

[REGISTER FOR THIS EVENT TODAY!!](#)

The Third Annual Hills Are Alive Trail Run/Walk will perhaps be the best trail event ever to kick Winter out the door ever!!!! The trail can be welcoming or a challenge all depends on Mother Nature!!! We all know how she can be at times! This trail course is approximately a 2.5 mile loop, that includes hills, woods, open areas and beautiful lake to run around. It is 400 meters out & back to the trail loop from the start/finish line so the distances are 3 miles and 5.5 miles for walkers & runners and 8 miles and 10.5 for runners only.

**** To celebrate St. Patrick's Day, we will be serving corned beef, cabbage, potatoes, craft beer and craft soda!!!**

We will have awards depending on my mood and your attitude, trail swag (ask someone who ran last year what that means!), selfie zones, custom swag and a great social time.

SWAG: Choose one item for FREE!!!

If you would like more than that one item, the other items will be available for purchase...

For example:

Bags & blankets: only \$20

Hats: only \$15



**HOT
HILLY
HAIRY**
Ultra Solo
and Relay

**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



PET RUNNING GEAR:

<https://www.kurgo.com/dog-running-gear/>



**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

**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.



HIL100+PY

RELAY

Saturday, July 29, 2017

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

If you would like to run with one of our
XC Thrilllogy Teams, contact Stephanie at
stephaniez@kenosharunningcompany.com

Sign up your Hilloopy Team NOW!!!

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!](#)



Saturday, March 11, 2017

(in conjunction with Hills Are Alive Trail Run/Walk)
KD Park, Burlington, WI
Starts at 10:15 a.m.

Saturday, September 30, 2017

(in conjunction with Pike River Trail Run/Walk)
Petrifying Springs Park, Kenosha, WI
Starts at 10:15 a.m.

Saturday, December 9, 2017

(in conjunction with Hateya Trail Run)
Petrifying Springs Park, Kenosha, WI
Starts at 10:15 a.m.

REGISTER TODAY!!

We put the tails on the trails!!

Kenosha Running Company has made a commitment to host CaniCross events in 2017. These events will be dedicated to dogs/owners only and the distances will be approximately 3-4 miles. All of our trail events are dog friendly, so if you prefer to walk with your dog or run a farther distance you are welcome to sign up for the regular trail events as well.

All of our events are held in Kenosha County, WI, the far southeast corner of the state, about 5 miles north of Chicago and 25 miles south of Milwaukee. The CaniCross events will be held at three different county parks on dirt, groomed and grass trails. There are some single track trails, with some roots, rocks and an optional river crossing for two of the events. Our trail events are very laid back, we generally have bonfires, always good food, beer, soda, etc. waiting at the finish for everyone. I am not big into awards, but will find unique and personal ways to recognize many that attend and make everyone feel welcome.

So if you are new or a veteran in running with your dog, you are welcome to join us as we introduce and learn about this growing sport. I am open to ideas, suggestion and your assistance to make these better with each passing event. Please reach out to me by e-mail or call 262-925-0300.

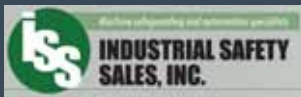
**We are also in the planning stages of developing and hosting a
NATIONAL CHAMPIONSHIP CANICROSS EVENT**

the first weekend in November. There would be numerous races, different distances, several divisions and I certainly need your input on this type of event.

Boreas Trail Adventure & CaniCross Review



[Click here for more photos.](#)



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

Fido approved products

Our next CaniCross race will be Hills Are Alive on Saturday, March 11!

We all know that running with our dog presents different challenges than running by ourselves. (Hopefully, you never run off the trail to chase a squirrel!) Running with a dog also means that we need to not only be aware of your own hydration and nutrition needs, but your dog's as well. Orange Mud has a variety of products that will make running with your four legged friend a great experience for you both.

Just as you get thirsty (and sometimes hungry) while you run, your dog does as well.

The [Orange Mud HydraQuiver Vest Pack 2](#) is the perfect choice for running with your pooch. The vest holds two water bottles so you each can have your own. The two expandable front pockets make it easy to hold treats so you can reward both of you for a job well done.

There are other Orange Mud products that make running with your dog a breeze. I know that when I walk my dog on the trail, I always grab a beach towel because muddy/wet paw prints are only cute on the paths. The [Transition & Seat Wrap](#) is perfect to protect your car on the way home. The zip on hoodie keeps the wrap from sliding off your dog's seat when he jumps in for the ride home and the paw prints are left on the trail.

To order these or to see other fantastic products, visit Orange Mud http://www.orangemud.com/#_1_6s. **Fido would approve!**

Kenosha Running Company is a proud affiliate of Orange Mud. Please click this link http://www.orangemud.com/#_1_6s to visit Orange Mud and get your gear for the year!

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 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.



ORANGE MUD



NipEAZE™



Annual Wisconsin Marathon, Half Marathon & 5K

The weather is perfect for training!

Hit your goals along Lake Michigan this spring at the **WISCONSIN MARATHON, HALF MARATHON, & 5K**

- Fast courses with beautiful scenery along the lake.
- Just over the Wisconsin border with pre-race packet pick-up available in Deerfield.
- Brats and beer for all!
- Gender specific tech shirts for all distances.
- Plenty of cheesy fun!

Race is Saturday, May 6th in Kenosha, WI.
Race fees increase on March 16th so register today at www.wisconsinmarathon.com.



Use the XC Thrilllogy promo code...
XCTPROMO17 for \$5 off at
www.wisconsinmarathon.com



**June 14th – Bristol Woods
(Pringle Nature Center)**

June 28th – KD County Park

July 12th – Fox River Park

July 26th – Silver Lake Park

August 2nd – Brighton Dale

August 9th – Petrifying Springs

Kenosha County Parks Department and Kenosha Running Company, Inc. are working together to introduce all the great trails for runners and walkers throughout Park System. Runners and walkers of all abilities and level of fitness are welcome. Most trails routes will be between two to three miles and you are welcome to run or walk multiple loops of the course if desired. The Wednesday Series will go throughout the summer with each one starting at 6:00 p.m. There will be a small entry fee for each event and family entries will be available for a discounted amount. These will all be dog-friendly events as well.

**[Check it out...](#)
[click here!](#)**

**If you are
battling
cancer...
our events are
FREE for you.**

If you are battling cancer our events are FREE to you. Many of you who that have ran, walked or assisted with our events have met my wife Tammy. She shared an article with me of a woman battling cancer and decided to run seven marathons on the seven continents in seven days.

Then I had this thought... I want to make all of our events free to those battling cancer. I have been lucky enough to not have been touched by cancer so I cannot imagine the battle one faces. I do know that the runners and walkers that attend our events are some of the most loving, thoughtful and kind people I see on a regular basis. If you need your spirits lifted and being around positive happy runners, walkers and a few dogs on occasion sounds perfect, then please join us.

Simply print out the regular event mail-in entry form, fill it out and simply write "I Believe" on the entry form. Then either mail it or bring it along with you to the event. Please share this with those that would benefit. Love to you that are currently fighting or have a loved one fighting this fight.

The new XC Thrillogy STORE is open!!



store

THRILLOGY

Order your XC Thrillogy wear now.
[Click here](#) to place your order.

CHOOSE FROM:
Hoodies, Women's Cut Tech Shirts,
T-Shirts, and Long-Sleeved Shirts.



XC Thrillogy "Rundraising" Program

WELCOMES:



Associated with a charity that would like to enhance awareness or have a fundraiser? Our program would be a great fit. If you are a runner or walker and raising money for a charity, you can use our events for your cause. Contact Stephanie Zuehls at stephaniez@kenosharunningcompany.com or call 262-925-0300

PLANNING ON RUNNING FOR A CHARITY IN 2017?

If yes, then our "RUNDRAISING" program will be perfect!

Here is how it works for Charity Runners:

Invite your friends and family to participate in our events, have them mail in the entry form and write your name on the entry form. The amount we will donate per entry and event varies per event. It is really just that simple. Just email us first to let us know the name of your charity, your name, mailing address and phone number.

Charities, looking to raise awareness and funds for your organization?

Simply invite your supporters, friends and family to attend and support your cause. We will create a special entry form for you to use and distribute. For each entry received, you receive a portion on the entry fee (the amount varies depending upon the event).

Visit our [website](#) or contact Brian Thomas at... briant@kenosharunningcompany.com or Stephanie Zuehls at stephaniez@kenosharunningcompany.com or 262-925-0300



**Saturday, June 10 at 9:30 a.m.
Petrifying Springs County Park, Kenosha, WI**

4 or 8 mile walk • 8, 12 or 16 mile run • 16 mile 2-person relay
[REGISTER NOW!!](#)

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 adventure-minded 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). 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. This is a dog friendly event! We started a tradition last year of serving crepes and other great food, beer and soda and will continue that tradition!





NorthFace Endurance Challenge Kettle Moraine State Forest

Saturday, Sept. 16: 50 Mile, 50k, Marathon & Marathon Relay
Sunday, Sept. 17: Half Marathon, 10k and 5k

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

Registration Page: <http://bit.ly/2kCl8JG>

For more information on the Endurance Challenge, including how to register, email: endurancechallenge@publicishawkeye.com Don't miss this chance to challenge yourself on the trails of Kettle Moraine State Forest! **Use XC Thrilllogy's discount code (KRC15) to receive 15% off.**

*** Visit the **XC Thrilllogy tent** on Sept. 16th & 17th at the Finish Line Festival and receive... XCT swag (limited to first 100) and special discount codes for upcoming XCT events. Drawings for FREE entries.

Unique XC Thrilllogy Swag for Sale at XC Thrilllogy 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



Scarp Introduces the SPIN!!!!



MARCH SHOE SPECIAL

Buy a pair of Scarpas and receive our June Trail Event for Free!
[Coureurs de bois Trail Run & Relay](#) • 4m, 8m, 12m or 16 miles

Quote from TrailPeaks.com: The Scarpa Spin looks like an absolute screamer for mountain runs. At 8.9oz and a 4mm drop, this Spin is going to run fast. The Spin comes with a full length rockplate and a Vibram Megagrip outsole.

The "SPIN" can be purchased at the Hills Are Alive Trail event in March or at office in Kenosha, 4112 Sheridan Rd. Call for business hours: 262-925-0300. Questions or to place your order, e-mail briant@kenosharunning.com/

XC Thrilllogy events!

www.XCThrilllogy.com



January 2018
KD Park
Burlington, WI

JANUARY

11:00am start. Low key trail run/walk. No set distance, log your miles with friends & fellow runners and record them when done. 3 hours to enjoy well marked trails in a treasure of a County Park. Heated indoor area to warm up, drink, eat and socialize. This is a dog friendly and snow shoe friendly event if conditions permit. This is a BYOS event (Bring Your Own Stuff!!)



February 2018
Bristol Woods Park
Bristol, WI

FEBRUARY

Low key trail run. BYOSS (bring your own stuff to share!). Trails will be well marked, one aid station and enclosed area but will have a shelter and a couple small fires. Family-friendly, walker-friendly and snow shoe friendly event, conditions permitting. 4.5 miles and 14 miles officially, but run/walk/snow shoe as much as you like just check in after official distance is completed.



March 11, 2017
KD Park
Burlington, WI

MARCH

A unique trail running and walking event. We use the outer 2.5 mile loop, which includes great views of the lake and takes you on well-maintained trails. This course is very welcoming to newbie trail runners and walkers and to those wanting to challenge trail running abilities. Choose from the 8 or 5.5 mile running event or 5.5 or 3 mile walking event.



June 10, 2017
Petrifying Springs Park
Kenosha, WI

JUNE

An ideal trail running and walking event for the adventure-minded runners and walkers. If choosing to run the relay... you will have a two person relay totaling 16 miles, each runner alternating running 4 miles. Non-relay runners can select between the 16 mile, 12 mile or 8 mile event and walkers can select either the 8 mile or 4 mile event.



JULY 29, 2017

UW-P National XC-Course, Kenosha, WI

JULY

This is perhaps the most unique summer running event in the Midwest as everyone sets up camp, enjoys the tailgate party-like environment, and a DJ playing your favorite tunes! The relay is 33 loops of the 5K XC course. Minimum of two runners per team and no maximum number of runners per team. We will not track individual runners loops only total team loops and our goal is to make sure you and your team have a great experience.



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

JULY

The Hot Hilly Hairy is ran in conjunction with the Hil100+py Relay and is perhaps the best summer running event in the Midwest as everyone sets up camp, enjoys the tailgate party-like environment, and a DJ playing your favorite tunes! There are two ultra solo distances of 85K and 50K, these can be ran as a relay team as well. We also offer solo or relay 30K and 20K. Then there is a 10K that starts at noon and a 10K that starts at 6 pm.



August 20, 2017
Silver Lake Park
Silver Lake, 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.



September 9, 2017
Old Settlers Park
Paddock Lake, WI

SEPTEMBER

Join the Kenosha County Parks Department and Kenosha County Executive Jim Kreuser in celebrating Oktoberfest with a family-friendly morning run/walk and enjoy the scenic neighborhood surrounding Paddock Lake. The start and finish will take place at Old Settlers Park. We encourage you to dress in Oktoberfest theme to add a little fun and bring a few like-minded friends and family.



Sat., Sept. 30, 2017
Petrifying Springs Park
Kenosha, WI

OCTOBER

Starting like a cross country meet, you will then experience single track, rocks, roots, water and hills, while encountering paved bike paths, golf course, groomed trails and rugged trails, possibly crossing the Pike River throughout the 6.4 miles. The Trail Walk (3.5 mile) will follow the same trail as the runners for about 1 mile, you will then be on some of the best walking trails in SE Wisconsin.



Sat., Nov. 12, 2017
Bong State Recreation Area
Kenosha (Kansasville), WI

NOVEMBER

The Richard Bong Recreational Area, Kansasville, WI is the home for the Wolfpack Trail Run. The 14 mile loop will include prairie, woods, hills and scenic lake views on a well marked and supported course. You can select between 14 miles (9 am start), 28 miles (8 am start) and 42 miles (7 am start). The 14 mile event is walker-friendly as well. We will also have 4 mile trail run/walk that starts at 10 am.



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

DECEMBER

The Hateya Trail Run (approx. 6.4 miles) and Walk (approx. 3.5 miles) will take you on adventurous trails in Petrifying Springs Park. The finish is at Shelter One where everyone can enjoy the great food, drinks and a bonfire to warm up at. The run will start with a cross country style start, before you head into the woods in which you will encounter some single track trails, rocks, roots, nasty hills, and possibly snow.