

PRESS RELEASE

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ANNOUNCING THE TRAIL RUNNING FILM FESTIVAL POSTER ARTIST FOR TRFF'26

Olympia, Washington - Outdoor Arts and Recreation and the Trail Running Film Festival are incredibly excited to unveil the poster design for the upcoming Global Tour 2026, created by Morgan Powell, illustrator and designer based in Milwaukee, Wisconsin. We continue our journey with the third year in a row commissioning a unique piece of artwork guiding our film tour and unifying our message for the upcoming year.

The 2026 artwork in Morgan's own words:

For the 2026 poster, I wanted to focus on some of the bits and pieces that come together to create a trail runner. The main focus is a runner literally made of nature. Trail runners are often thought of as going out into nature, but I think the real magic happens when it feels like you are actually a part of it.

I also picked a couple of things to really zoom in on - specifically, the food and the equipment. Running, especially on trails, is something you should be well equipped for, so it was fun putting together what I view as the real essentials. I also specifically highlight a running vest and shoes, because they feel like the two stars of a trail runner's kit.

For the food, I think the supreme level of snacking is part of what drew me to trail running in the first place, especially when it comes to some of the more absurd items. Pizza, baby food, Swedish fish - the range of fueling strategies are so fun and endlessly interesting.

The poster was printed by BearBear based in Milwaukee - they are absolute masters at their craft (and also the nicest people you'll ever meet).

"We are incredibly honored to have Morgan Powell as our 2026 Poster Artist," said Mathias Eichler, Executive Director of the Trail Running Film Festival. "Her vision, experience, and joy as both an artist and an athlete made Morgan the perfect candidate to design this year's artwork, which will be added to our growing collection of original pieces of work celebrating the intersection between the outdoors, movement and the arts."

The Trail Running Film Festival is excited to present Morgan Powell's work as the visual embodiment of the 2026 festival.

To get to know Morgan listen to Singletrack where host Mathias Eichler interviews Morgan on the process, the inspiration, and her life: singletrack.fm/ep335 and visit her website at unthaw.co.

For more information on our poster art selection process visit our website at trailfilmfest.com/poster. For questions please reach out Mathias Eichler at mathias@trailfilmfest.com.



About the Trail Running Film Festival

Headquartered in Bellingham, Washington the Trail Running Film Festival is a project of Outdoor Arts & Recreation a 501(c)(3) non-profit. With roots in the Pacific Northwest the The Trail Running Film Festival has been touring the country since 2013.

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