

2025 JOURNAL

A VISUAL YEARBOOK BY MIGUEL RÚA

HIGHS, LOWS AND DEFINING MOMENTS
OF THE CRAFT ELITE RUN TEAM

BLACK CANYON ULTRAS
CANYONS

TUSCANY TRAINING CAMP
TRAIL DU SAINT JAKUES

TRANSGRANCANARIA
WESTERN STATES

TRANSVULCANIA
UTMB
MAMMOTH TRAIL FEST

CRAFT 

THROUGH THE LENS OF ENDURANCE

Miguel Rúa captures more than just action — he captures the feeling of movement, grit, connection, and the human side of running and endurance sports. As Craft Sportswear’s house photographer, he travels with the Craft Elite Run Team, sharing the real moments behind elite performance: the sweat, the setbacks, and the breakthroughs. His images don’t just show races — they bring you into what it really feels like to keep pushing forward.



BLACK CANYON ULTRAS



TUSCANY TRAINING CAMP



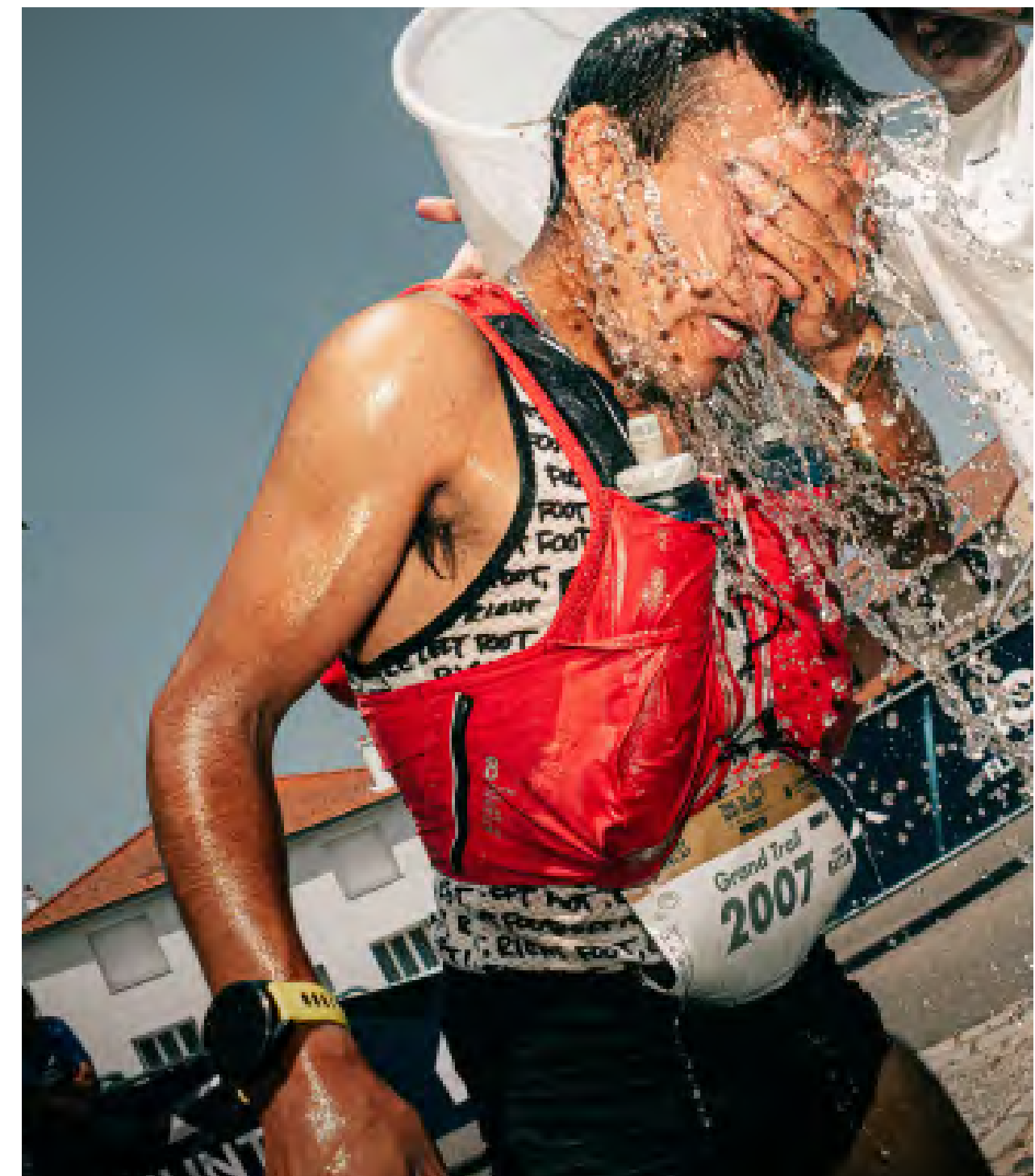
TRANSGRANCANARIA



TRANSVULCANIA



CANYONS



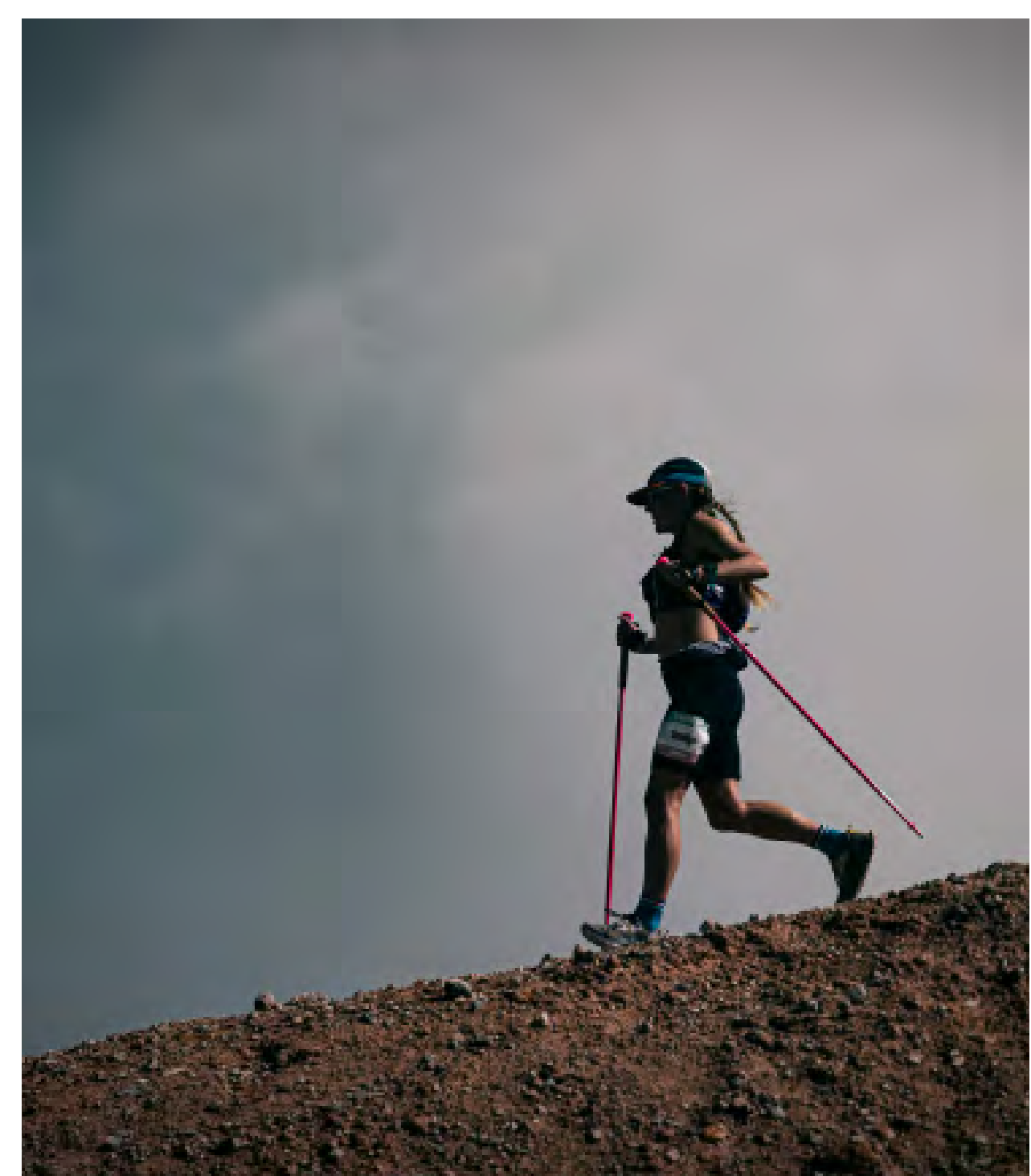
TRAIL DU SAINT JAKUES



WESTERN STATES



UTMB



MAMMOTH TRAILFEST



THE BLACK CANYON ULTRAS

Across the legendary Black Canyon National Recreation Trail, the Black Canyon Ultras unfold as a long run through desert wilderness. The 100K and 50K routes flow over sun-baked singletrack, framed by wide-open views and the striking, rugged character of the Arizona desert.

Emkay Sullivan, Aroa Sio, Tim Tollefson, Jupiter Carreras and Mary Denholm faced the team's first race of the year together.





PRE RACE RITUALS



PLANNING/
Part of the team gathered fine-tuning the plan.
A sharp strategy can secure those key seconds



RACE DAY/
MAYER HIGH SCHOOL
7:00 AM
100K START





Just seconds before the start.
Emkay shares a moment with Tim Tollefson — focus,
respect, and everything about to begin.







First strides of Mary Denholm
as part of the Craft Elite Run Team.



Starting a race as the sun rises
over the desert is something
truly special.





Waitings are part of the game





100 MILES



ON

WESTERN STATES ENDURANCE RUN

100 MILES - ONE DAY





Running 100K through the desert pushes you to your absolute limit — and Aroa knows exactly what that takes.









The 50K race was truly tough, with really high temperatures forcing runners to stay as cool and hydrated as possible. In the picture Abel





After a 100K race through the desert, any help is welcome —
even just to untie your shoes

TRANSGRANCANARIA

Ida Nilsson (82K), Johan Lantz (120K), and Joaquim Lantz and Elov Olsson (42K) took on an unforgettable week on the island of Gran Canaria, racing with commitment and dedication under intense heat from the very first hours of the morning.







Race day











A stop at the Refugio El Pilar to hydrate and refuel. The team, always attentive, always ready to help when needed.















TRAINING CAMP

As every year, the team comes together at the training camp with one goal: to train, build community, and prepare for the season ahead. This time, we had the privilege of experiencing the stunning Tuscany — one of the most beautiful locations in Italy.





Running through a castle with more than 500 years of history is a reminder of why this training camp is so special. In Tuscany, every step connects the present with centuries of the past, among stone walls, timeless paths, and a light that turns training into something truly unique.





























David Laney enjoying a run beneath a beautiful Tuscan sunrise.



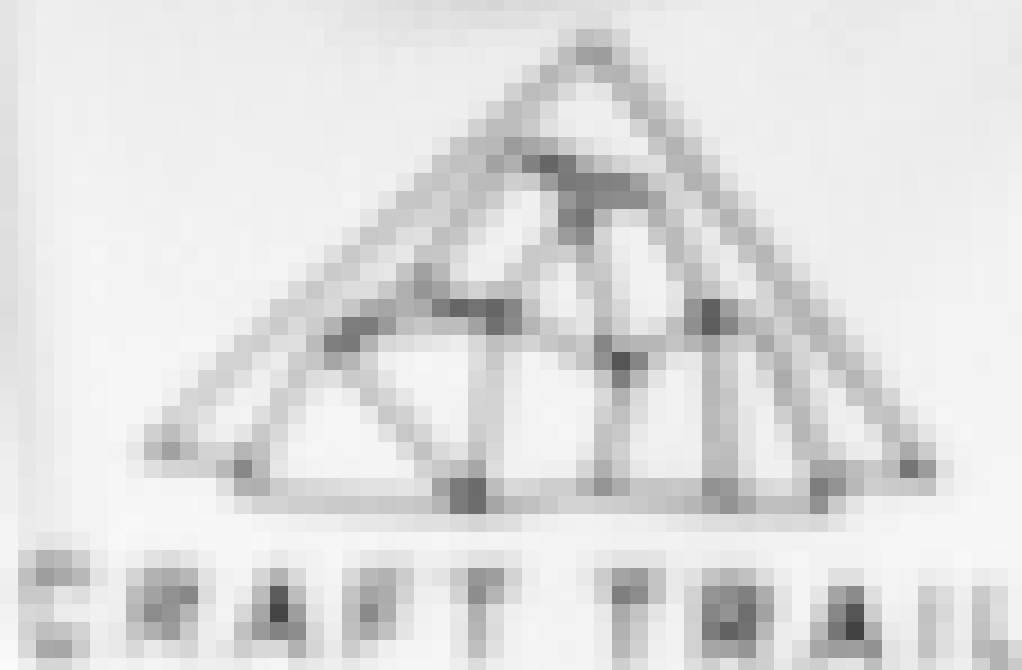
CANYONS BY UTMB

The 100 miles delivered one of the most intense races of the year, led by Aroa and Tommy Sullivan, who engaged in a clean, determined battle that came down to a memorable finish in Auburn. Alongside them, Jupiter, Grant and Tommy Rivs rounded out a weekend defined by high-level competition, shared effort and mutual respect





FREE TRAIL



MS

TA





















Dry shoes always ready, just in case.



Thrilling until the very last minute.
Tommy delivered an outstanding performance, fighting for every meter
with grit and determination. A heart-stopping finish: P2, just a breath
away from victory, sealing a truly memorable race.





Aroa's race was yet another brilliant display of hard work and commitment. A spectacular second place, built with intelligence and perseverance, and sealed with a breath-taking finish that kept us on the edge until the very end.



THE
CANYONS
UNDERSTANDING

BY **UTMB**

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FLY FLY
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RESEARCH: MONITORING
THE CLIMATE

HOT

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TRANSVULCANIA

La Palma once again proved why it is an untamed territory. A volcanic course as spectacular as it was demanding, where race-day extreme weather conditions offered no mercy to many runners.



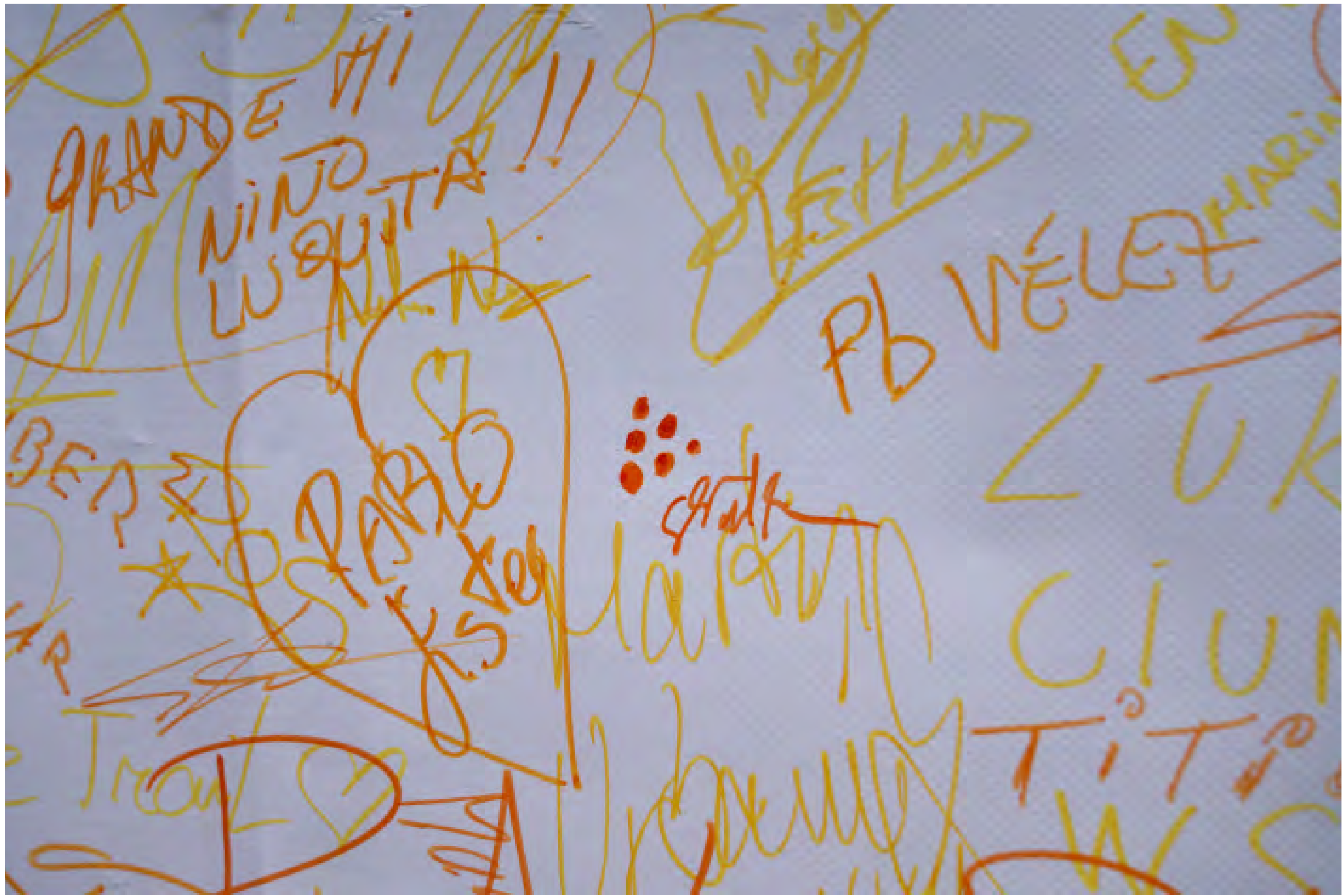
























TRAIL DU SAINT JACQUES BY UTMB

Saint Jacques offers to the runners a cultural and spiritual journey through time on and around the famous route to Santiago de Compostela. Aroa and Jupiter delivered a spectacular performance along these beautiful trails, deep in the heart of an inspiring natural landscape, culminating in a stunning finish at the foot of the iconic Cathedral of Le Puy-en-Velay, a UNESCO World Heritage Site.



























WESTERN STATES ENDURANCE RUN

Western States is the world's oldest 100 mile trail race. The race starts in Olympic Valley and ends 100.2 miles later in Auburn, California. Once again, we joined Ida, who delivered another strong display of grit, hard work, and commitment







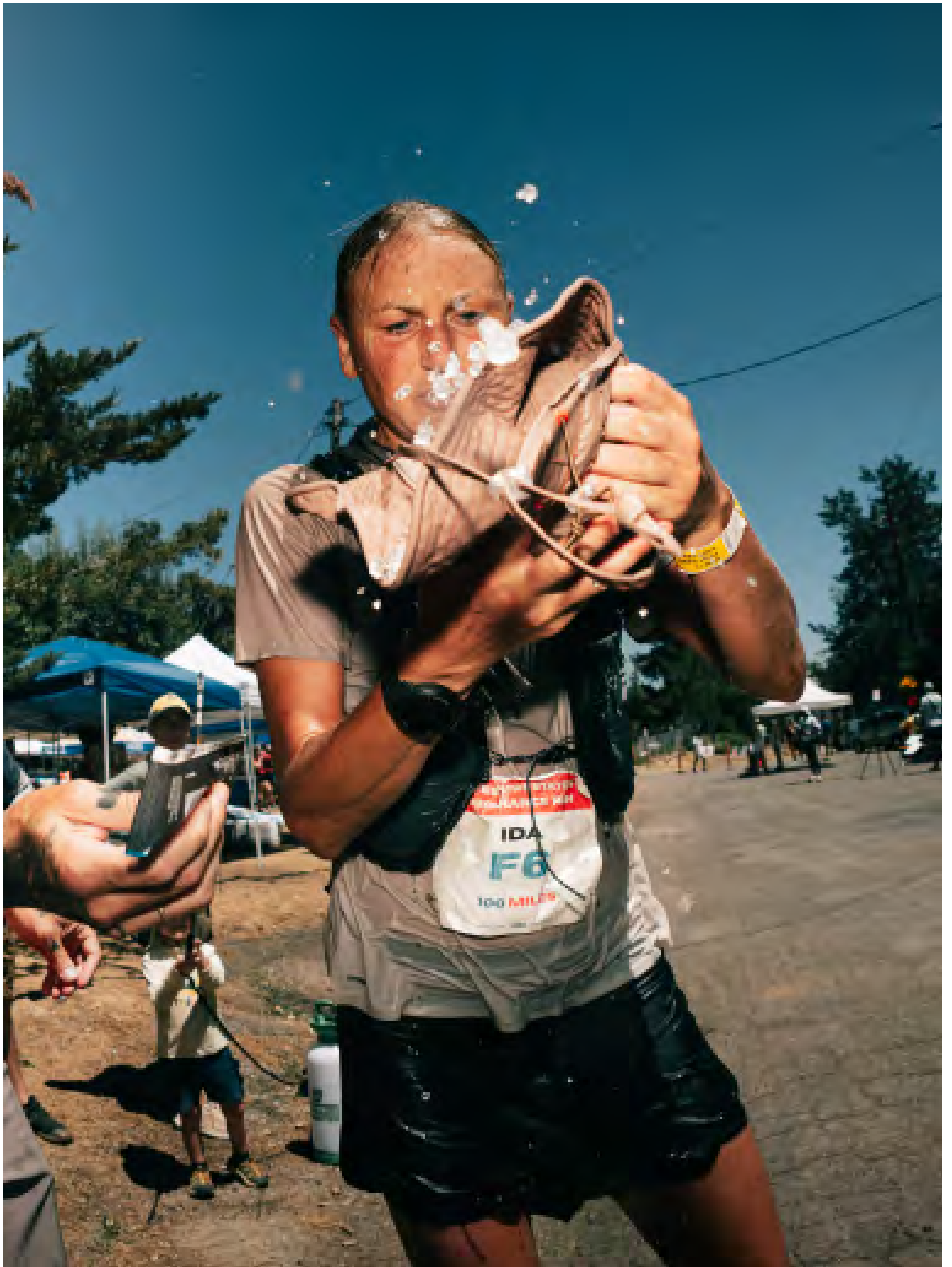






















UTMB

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MAMMOTH TRAIL FEST

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