

# Running Wild Press Announces the Launch of Two New Imprints: Trompe L'œil and Junkyard Rooster

*Running Wild, known for amplifying voices and delivering unconventional, boundary-defying stories, is excited to announce the launch of two new imprints.*

LOS ANGELES, CA, UNITED STATES, March 24, 2025 /EINPresswire.com/ -- [Running Wild](#) Press,

“

Junkyard Rooster is for those unafraid to explore the jagged edges of storytelling—the kind of narratives that crow from the rubble and dare to be heard.”

*Benjamin White*

known for amplifying underrepresented voices and delivering unconventional, boundary-defying stories, is excited to announce the launch of two new imprints: Trompe L'œil Press and Junkyard Rooster. These additions will further diversify Running Wild's offerings while remaining true to its mission of championing unique and compelling narratives.

Trompe L'œil Press, led by Peter A. Wright, a seasoned acquisition editor and editor for Running Wild and RIZE, will explore the art of storytelling that feels “More Real

Than Life Itself.” Trompe L'œil seeks to craft worlds so vivid—characters so palpable and emotions so raw—that readers will find themselves questioning where fiction ends and reality begins. This new imprint aims to draw in readers who crave immersive, authentic experiences that resonate on a deeply human level.

“Through Trompe L'œil, we aim to mirror the essence of life in its most unfiltered, genuine form. Our goal is to present stories that blur the line between reality and fiction, offering readers an intense, transformative experience,” says Peter A. Wright.

Junkyard Rooster, one of two new imprints with Running Wild Press, breaks the dawn with rising words, broken glass, and rusty fenders. Spearheaded by Ben White, an accomplished acquisition editor, editor, and poet for Running Wild and RIZE, this imprint is still running wild—when the rooster crows, the dawn will break on stories, poems, flat tires, and ripped upholstery holding that old car smell of time, rust, and promise. Celebrating stories forged from unconventional perspectives, Junkyard Rooster will embrace the untamed, the unpolished, and the raw beauty found in the chaos of the human experience.

“Junkyard Rooster is for those unafraid to explore the jagged edges of storytelling—the kind of narratives that crow from the rubble and dare to be heard,” says Ben White. “We want to amplify voices that are often overlooked, giving them a platform to resonate and disrupt.”

The launch of these imprints marks a significant step in Running Wild’s continued dedication to breaking traditional publishing boundaries and reaching readers hungry for stories that defy convention.

For more information about Trompe L’œil Press, Junkyard Rooster, or Running Wild Press, please visit [runningwildpublishing.com](http://runningwildpublishing.com) or contact Lisa Diane Kastner, Founder and CEO, Running Wild at [runningwildeditor@gmail.com](mailto:runningwildeditor@gmail.com).

About Running Wild Press Running Wild Press is committed to changing the world through storytelling by amplifying underrepresented voices and sharing narratives that defy conventional genres. Through its imprints, Running Wild Press and RIZE Press, the company offers a diverse range of stories for a broad and dedicated readership.

Lisa Diane Kastner  
Running Wild LLC  
+1 610-235-9626

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[TikTok](#)



Great Stories, Great Writing that Don't Fit Neatly in a Box

---

This press release can be viewed online at: <https://www.einpresswire.com/article/796096266>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors

try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.