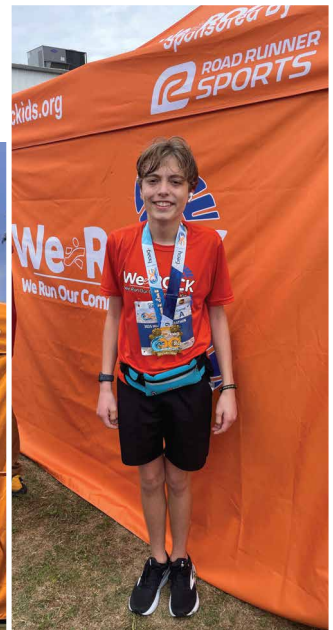
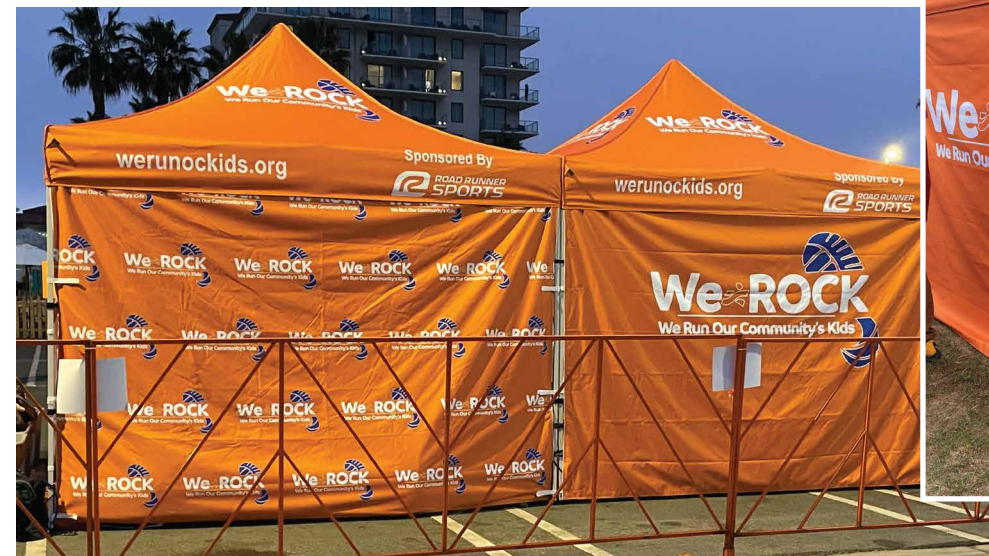


Case Study:

Outdoor Tents & Community Engagement

WeROCK (We Run Our Community's Kids) is a nonprofit organization based in Orange County, California, dedicated to empowering middle and high school students through marathon training. By instilling life skills such as goal setting, self-reliance, discipline, and self-confidence, WeROCK helps teenagers navigate the challenges of adolescence and beyond.

WeROCK's core program spans seven months, during which students train to complete a full marathon. Training sessions occur four days a week, including after-school runs and longer Saturday runs. The curriculum encompasses physical training and educational components on nutrition, hydration, stretching, and mental resilience. Participants progressively build endurance through shorter races, culminating in a 20-mile qualifying run before attempting the full 26.2-mile marathon.



WeROCK fosters a supportive community by involving parents, coaches, and volunteers in the training process. Bright orange tents serve as visible hubs during weekly runs and races, functioning as aid stations, check-in points, and motivational centers. These tents also provide a backdrop for post-race photos, reinforcing team spirit and camaraderie.