



## PRESS RELEASE

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## BLACKSTRAP AND WORK-COLLECTIVE ANNOUNCE PARTNERSHIP AT MIDWAY CAMPUS

### Expanding Local Roots with a New Midtown Location Opening Summer 2025

**February 18, 2025 – Bend, OR** – Two homegrown Bend brands, BlackStrap and Work-Collective, are joining forces to launch a dynamic new coworking space in the city’s emerging Midtown district. Set to open in early to mid-summer 2025, Work-Collective Midway will be located within BlackStrap’s new headquarters at the Midway Campus, reinforcing both brands’ shared commitment to fostering Bend’s entrepreneurial spirit and outdoor industry growth.

A longtime leader in performance-driven outdoor gear, BlackStrap has deep roots in the Bend community. The company’s move to the Midway Campus reflects its continued investment in local innovation, sustainability, and business development. Partnering with Work-Collective—a coworking brand built by and for Bend professionals—further strengthens this vision, bringing a new hub for collaboration to the city’s east side and midtown residents.

“The Midway Campus is more than just a home for BlackStrap—it’s a space designed to support Bend’s thriving outdoor industries, entrepreneurs, and creatives,” said Abe Shehadeh, CEO & Founder of BlackStrap. “Welcoming a like-minded, locally rooted brand like Work-Collective is a natural fit, and we’re excited to see this collaboration enrich the community.”

Work-Collective Midway will offer 10 dedicated desks, 9 private offices, and flexible workspaces designed for individuals and small teams. The 7,000-square-foot space will also include indoor and outdoor areas for work and community events, plus a full suite of amenities mirroring those at Work-Collective’s established Northwest Crossing location.

“The team at Work-Collective is thrilled to expand our coworking footprint alongside BlackStrap, a brand that embodies the same passion for innovation and community that we do,” said Kent Odendahl, co-owner and founder of Work-Collective. “This partnership is about more than just



workspace—it's about fostering the connections that make Bend such a special place to live and work."

With three buildings planned for Midway Campus, the development will serve as a hub for local businesses dedicated to Bend's outdoor culture and entrepreneurial energy. Pre-leasing for Work-Collective Midway begins March 1, 2025.

For more information, visit [work-collective.com/midway](https://work-collective.com/midway)