



WHO ARE YOU CARRYING?

Key Messages

ABOUT CARRY THE LOAD

- Carry The Load's mission is to provide an active way to honor and celebrate our nation's heroes by connecting Americans to the sacrifices made by Military, Law Enforcement, Firefighters and First Responders.
- What started as a mission to restore the true meaning of Memorial Day has broadened to include more than just our military heroes and more than just one holiday. Carry The Load works to bring all Americans together to participate in honoring our nation's heroes every day.
- Carry The Load began in 2011 with a 20-hour and 11-minute Memorial March in Dallas, then expanded in 2012 to include an East Coast route. In 2016, Carry The Load expanded once more by adding a West Coast route from Seattle to Dallas.
- Carry The Load has grown in participation each year. Since 2011, more than 75,000 Americans have participated and helped to raise more than \$13.7 million. Based on the number of National Relay teams, local events and sponsors signed up to date, Carry The Load is expecting to continue its growth and expand across the country.
- Carry The Load has three programs, the Awareness program, Continuum of Care program and Education program.

AWARENESS PROGRAM

- Today, Carry The Load's awareness program includes:
 - A 31-day, 6,200-mile National Relay comprised of a 2,100-mile East Coast route from West Point, NY to Dallas and a 4,100-mile West Coast route from Seattle to Dallas.
 - A 20-hour and 17-minute Memorial March in Dallas over Memorial Day Weekend
 - Multiple City Rallies
 - Partnerships with nonprofits benefiting America's military, first responders, and their families.
- New in 2017 is the addition of more Rally cities across the nation. Visit www.CarryTheLoad.org to find or create a Rally in a city near you.

Honoring Our Nation's Heroes

CARRYTHELOAD.ORG



CONTINUUM OF CARE

- This year's featured nonprofit partners include, 22 Kill, Adaptive Training Foundation, Assist the Officer Foundation, Equest, F.A.R.M., Higher Ground, National Fallen Firefighters Foundation and the Travis Manion Foundation. For a complete list of Carry The Load's 2017 nonprofit partners, please visit www.CarryTheLoad.org.
- Funds raised throughout the May Awareness events allow Carry The Load to increase its impact through the Continuum of Care Program which helps support our nation's heroes and their families by partnering with nonprofits who provide direct services.

CARRY THE F.L.A.G.

- It is equally important to remind Americans of the sacrifices made daily to protect our freedom and to educate the next generation. Through the Carry The F.L.A.G. program, we are forming Flag Clubs in schools throughout the country.
- The Carry The F.L.A.G. program is an active way for students to learn about the American flag, including its history, demonstrating honor and respect for the flag, how veterans have fought on its behalf, and how to **f**old, **l**ower **a**nd **g**ather the flag

GETTING INVOLVED

- We encourage participants to join the mission by participating, volunteering or donating. Visit www.CarryTheLoad.org for more information.
- Join the conversation by following Carry The Load on [Facebook](#), Twitter ([@CarryTheLoad](#)) and Instagram ([@CarryTheLoad](#)), and share who you are carrying with #CarryTheLoad.