



WHO ARE YOU CARRYING?

CARRY THE LOAD is a non-profit organization that provides active ways to connect Americans to the sacrifices made by our military, veterans, first responders and their families.

- Carry The Load started as a grassroots effort by two Veteran U.S. Navy SEALs to restore the true meaning of Memorial Day.
- More than a decade later, Carry The Load has turned into a year-round, nationwide movement to honor and remember the service and sacrifice of our nation's heroes.
- Visit www.carrytheload.org to learn more.

TIMELINE

2011: Carry The Load began with a **Dallas Memorial March** at White Rock Lake in Dallas for 20-hours and 11-minutes with 400 participants and raising nearly \$50,000 on Memorial Day

2012: Started the **National Relay** with a **East Coast Route** from West Point, NY to Dallas, TX covering 2,000 miles, 1 Rally and 13 states

2016: Added a **West Coast Route** from Seattle, WA to Dallas, TX for a total 6,600 miles, 33 Rallies and 18 states

2017: Introduced the **Carry The Flag** Education Program

2018: Started a strategic collaboration with the **VA National Cemetery Administration**; added National Cemeteries as Rally points for a total 67 Rallies and 26 states

2019: Added a **Midwest Route** from Minneapolis, MN to Dallas, TX for a total 11,500 miles, 81 Rallies and 40 states

2020: Added a **Mountain States Route** from Minot, ND to Dallas, TX before pivoting Memorial May to 15,500 virtual miles and the Dallas Memorial Drive

2021: Celebrated **A Decade of Honor**, raised \$2 million in peer-to-peer fundraising, covered 15,500 miles, 76 Rallies and 42 states

2022: Added a **New England Route** from Burlington, VT to Dallas, TX, for a total 20,000 miles, 100 Rallies and 48 states

2022 National Relay Routes

- 4,400-mile **West Coast** Route from Seattle, WA
- 4,200-mile **East Coast** Route from West Point, NY
- 3,700-mile **New England** Route from Burlington, VT
- 3,800-mile **Midwest** Route from Minneapolis, MN
- 3,900-mile **Mountain States** Route from Minot, ND

Join the movement at www.carrytheload.org
#CarryTheLoad