



## WHO ARE YOU CARRYING?

**CARRY THE LOAD** provides active ways to connect Americans to the sacrifices made by our military, veterans, first responders and their families. It started in 2011 as a grassroots effort by two Veteran U.S. Navy SEALs to restore the true meaning of Memorial Day. Today, Carry The Load has grown into a nationwide movement with people participating in activities throughout the year to honor and remember our nation's heroes.

### 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 culminating with 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, 96 rallies and 48 states

### 2023 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
- 3,900-mile **Midwest** Route from Minneapolis, MN
- 3,800-mile **Mountain States** Route from Minot, ND

Join the movement at [www.carrytheload.org](http://www.carrytheload.org)  
#CarryTheLoad