



## WHO ARE YOU CARRYING?

### MAIN MESSAGES

- **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 volunteering throughout the year to honor the men and women who made the ultimate sacrifice to protect our freedom.
- Visit [www.carrytheload.org](http://www.carrytheload.org) to learn more.

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### PROGRAM MESSAGES

Carry The Load focuses on three outreach programs:

#### ***Awareness***

Carry The Load's mission is rooted in raising awareness for the true meaning of Memorial Day and honoring the men and women who made the ultimate sacrifice to protect our freedom.

- In May, Carry The Load inspires people of all ages to volunteer by walking in the National Relay, attending a rally, hosting a Carry It Anywhere event, organizing a youth Carry The Flag activity, joining the Dallas Memorial March and fundraising for our nation's heroes.
- Beyond May, Carry The Load hosts events on Patriot Day and Veterans Day, and offers volunteer opportunities throughout the year.
  - On Patriot Day, people participate in a National Day of Service and Remembrance at National Cemeteries in collaboration with the VA National Cemetery Administration.
  - On Veterans Day, groups organize hometown family-friendly activities such as walking in a parade or inviting an ambassador to speak.

#### ***Continuum of Care***

Carry The Load's Continuum of Care program is built upon a strategic collaboration among our corporate and non-profit partners.

- The program raises much needed awareness and funds to assist with the many challenges facing our military, veterans, first responders and their families.
- In addition to the healing our heroes and their families experience by continuing to serve with Carry The Load, peer-to-peer fundraising and corporate support strengthens nationwide services such as counseling, adaptive training, suicide prevention, equine therapy, service dogs, job placements, transition, home improvements, education scholarships for children of the fallen, and more.

#### ***Education***

Carry The Load's education program, Carry The Flag, inspires patriotism in our youth.

- Carry The Flag gives kids of all ages a way to serve in honor of those who protect our freedom.
- It teaches the next generation about sacrifices made by our military, veterans, first responders and their families.
- The program helps kids earn service hours while building lifelong skills such as teamwork, responsibility, respect, decision making, communication and leadership.

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