



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 volunteering throughout the year to honor and remember our nation's heroes.

Each May, Carry The Load inspires people to participate in its Memorial May awareness campaign. Individuals, families and groups can volunteer to walk with the National Relay team, attend a rally, host their own Carry It Anywhere event, organize a youth Carry The Flag activity, join the Dallas Memorial March and fundraise for our nation's heroes. Registration is free at www.carrytheload.org.

2023 MEMORIAL MAY FACTS

- Supporters in **50 states** and **29 countries**.
- **85 rallies**, including **38 National Cemeteries** in partnership with the VA National Cemetery Administration.
- **20,000-mile National Relay** with five routes that cover 48 states in 32 days (April 27-May 28). The public can volunteer to walk or cheer on the relay team before it culminates in Dallas, dedicating each day in memory of a fallen hero.
 - 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
- **Dallas Memorial March** on Memorial Day Weekend, May 28-29

FUNDRAISING GOAL

Goal to raise \$2.25 million through peer-to-peer fundraising

- \$38 million total funds raised since 2011
- 92.6% of money raised goes toward its Awareness, Continuum of Care and Education Programs

RESOURCES

Website www.carrytheload.org

Media Resources www.carrytheload.org/media-resources/

Newsroom www.carrytheload.org/newsroom/

Social Media

- YouTube: www.youtube.com/whoareyoucarrying
- Facebook: www.facebook.com/carrytheload
- Twitter: www.twitter.com/carrytheload
- Instagram: www.instagram.com/carrytheload/
- LinkedIn: www.linkedin.com/company/carry-the-load/

Join the movement at www.carrytheload.org
#CarryTheLoad