



WHO ARE YOU CARRYING?

CARRY THE LOAD

Carry The Load is a non-profit organization that provides active ways to connect Americans to the sacrifices made daily by our nation's military, veterans, first responders and their families.

MEMORIAL MAY AWARENESS CAMPAIGN

The Memorial May campaign encourages people to walk with the National Relay team, attend a City Rally, join the Dallas Memorial March and host a Carry It Anywhere event in memory and honor of our fallen heroes.

Memorial May campaign elements include:

- The **National Relay** is a 11,500-mile journey across America, handing off the American flag every five miles for 32 straight days.
 - 4,600-mile **West Coast Route** from Seattle to Dallas, starting April 25
 - 3,000-mile **East Coast Route** from West Point to Dallas, starting April 29
 - 3,900-mile **Midwest Route** from Minneapolis to Dallas, starting May 3
 - Plus, stops at **25+ National Cemeteries** in collaboration with the National Cemetery Administration, a Department of U.S. Veteran Affairs
- **55+ City Rallies** across the nation in May
- 20-hour **Dallas Memorial March** on Memorial Day Weekend

HISTORY

2011 Founded by Veteran U.S. Navy SEALs, **Clint Bruce and Stephen Holley**, Carry The Load's mission to restore the true meaning of Memorial Day featured a 20-hour and 11-minute Memorial March that took place on Memorial Day in Dallas.

2012 Launched a **National Relay**, consisting of an **East Coast Route** from West Point to Dallas

2016 Added a **West Coast Route** from Seattle to Dallas

2017 Covered more than 19 states, including **50 City Rallies** throughout the country

2019 Added a **Midwest Route** from Minneapolis to Dallas; footprint increases to 40 states

MONEY RAISED

\$21.7 million raised since 2011

93.14% goes toward Carry The Load's Awareness, Continuum of Care and Education programs

MEDIA RESOURCES

Website www.carrytheload.org

Newsroom <http://news.carrytheload.org/>

PSAs <http://news.carrytheload.org/>

Photos (Flickr) <https://www.flickr.com/photos/carrytheload/>

Videos (YouTube) <https://www.youtube.com/channel/UCm8RhJK5WUDv-VxfjzponCQ>

- more -

PROMO SCRIPT

As we prepare for Memorial Day, we remember and honor those who made the ultimate sacrifice for our freedom. Carry The Load is a non-profit organization that provides an active way to honor our military, veterans first responders and their families. Join us in showing your support for our heroes. For details, go to carrytheload.org.

INTRO

Carry The Load started in 2011 with a mission to restore the true meaning of Memorial Day. This *Memorial May* its national relay and city rallies will go through 40 states, including here. Joining us today is someone close to the mission to tell us more...

INTERVIEW QUESTIONS

- What is Carry The Load?
- Why are you involved with Carry The Load?
- How has it made an impact on your life?
- Where is the national relay at today? And how can we get involved?
- Who are you carrying?
- For more details, go to www.carrytheload.org

SOUNDBITES & QUOTES

Attribute to Stephen Holley, co-founder and CEO of Carry The Load

- “Physical pain equals emotional purge.”
- “When I really started remembering Memorial Day was when I started losing friends.”
- “We march for the guys and gals who can’t march anymore.”
- “We’re here to mourn the loss of those who’ve given the ultimate sacrifice, but we’re also here, UNITED to celebrate those lives and thank God that such men and women lived.”