



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.

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

NEW! 2020 Will include a **Mountain States Route!**

MONEY RAISED

Nearly \$25 million raised since 2011 to provide healing for the mind, body and soul of our nation's warriors.

SCRIPT

Carry The Load provides active ways for us to honor our military, veterans, first responders and their families. Join us in a day of service and remembrance for our heroes on September 11 by volunteering in your community. For more details and to register, go to carrytheload.org/nca.

COMMON QUESTIONS

- Who are you and what was your service to our country?
- How do you continue to serve today?
- How has Carry The Load made an impact on your life?
- Who are you carrying?
- For more details, go to www.carrytheload.org

QUOTES

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

- "Physical pain equals emotional purge."
- "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."

RESOURCES

- Website www.carrytheload.org and 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>
- Facebook: <https://www.facebook.com/carrytheload>
- Twitter: <https://twitter.com/carrytheload>
- Instagram: <https://www.instagram.com/carrytheload/>
- LinkedIn: <https://www.linkedin.com/company/carry-the-load/>

List of 40 Participating National Cemeteries, as of 9/4/19

Patriot Day 2019 Volunteer Opportunities

