CARRY THE LOAD is a non-profit that provides active ways to connect Americans to the sacrifices made daily by our nation’s military, veterans, first responders and their families. It raises much needed awareness and funds to assist with the many issues facing our heroes and their loved ones.

AWARENESS
Carry The Load’s Memorial May Campaign inspires people to walk with the National Relay team, attend a City Rally, join the Dallas Memorial March and raise funds to honor and remember our fallen heroes.

Highlights include:
• Activating in 45 states with a goal to raise $2.5 million
• Leading a 15,500-mile, 32-day National Relay across America, handing off the American flag and dedicating each leg in memory of a fallen hero. The relay has four routes for the public to join in walking or cycling before culminating in Dallas on Memorial Day Weekend.
  o 4,700-mile West Coast Route from Seattle, April 23
  o 3,000-mile East Coast Route from West Point, April 27
  o 4,100-mile Midwest Route from Minneapolis, May 1
  o 3,700-mile Mountain States Route from Minot, ND, May 12
• Walking through 42 National Cemeteries in partnership with the National Cemetery Administration, a Department of U.S. Veteran Affairs
• Hosting 70 City Rallies
• Closing with a 20-hour Dallas Memorial March on Memorial Day Weekend, May 24-25

MONEY RAISED
Goal to raise $2.5 million in May 2020
$25.2 million raised since 2011
93.35% goes toward Carry The Load’s Awareness, Continuum of Care and Education programs

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 Weekend at White Rock Lake in Dallas

2012 Launched the National Relay with an East Coast Route (#1) from West Point to Dallas

2016 Added a West Coast Route (#2) from Seattle to Dallas

2017 Covered 19 states, including 50 City Rallies

2019 Added a Midwest Route (#3) from Minneapolis to Dallas; footprint increased to 40 states; started strategic partnership with the National Cemetery Administration; raised $2.5 million

2020 Added a Mountain States Route (#4) from Minot, ND to Dallas; footprint increased to 45 states, including 70 City Rallies

- more -
MESSAGES and Q&A

TEASER
This May, we remember those who made the ultimate sacrifice for our freedom. Carry The Load is a non-profit that provides an active way to participate and donate in honor of our military, veterans, first responders and their families.

INTRODUCTION
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 cover 45 states, including [city]. Joining us today is someone close to the mission to tell us more…

COMMON QUESTIONS
• What is Carry The Load?
• Why are you involved / how has it made an impact on your life?
• And how can people get involved?
• Where do the donations go?
• Who are you carrying?

Go to CarryTheLoad.org for details on how you can participate and donate.

QUOTES
Attribute to Stephen Holley, co-founder and CEO of Carry The Load
• “We walk for the men and women who are no longer with us.”
• “When I really started remembering Memorial Day was when I started losing friends.”
• “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.”
• “Physical pain equals emotional purge.”

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-VxfjpCQ
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/