



WHO ARE YOU CARRYING?

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.
 - 4,700-mile **West Coast Route** from Seattle, April 23
 - 3,000-mile **East Coast Route** from West Point, April 27
 - 4,100-mile **Midwest Route** from Minneapolis, May 1
 - 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-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/>