



MAIN MESSAGES

- Carry The Load is a non-profit organization that provides an active way to connect Americans to the sacrifices made by our military, veterans, first responders and their families.
- Carry The Load started as a grassroots effort by two Veteran U.S. Navy SEALs who felt like the nation had forgotten the meaning of Memorial Day.
- A decade later, Carry The Load has turned into a worldwide movement to honor our nation's heroes and make Memorial Day matter again.
- Visit www.carrytheload.org to learn more.

PROGRAM MESSAGES

Carry The Load encourages people to participate in any of its three programs:

Awareness – www.carrytheload.org/awareness

- Carry The Load's mission is rooted in raising awareness for the true meaning of Memorial Day.
- People can host Carry It Anywhere events year-round as an active way to honor and remember our nation's heroes.
- In May, people can participate in meaningful activities that show Memorial Day matters again, such as hosting a [Carry It Anywhere](#) experience, organizing a youth [Carry The Flag](#) activity, walking in the National Relay, attending a City Rally, fundraising for our nation's heroes, and taking part virtually throughout the 32-day event.

Continuum of Care – www.carrytheload.org/continuumofcare

- Carry The Load's Continuum of Care program is built upon a strategic collaboration among our corporate and non-profit partners.
- The program raises much needed awareness and funds to assist with the many challenges facing our military, veterans, first responders and their families.
- In addition to the healing our heroes experience by physically walking or volunteering with Carry The Load, peer-to-peer fundraising and corporate support strengthens nationwide services such as counseling, adaptive training, suicide prevention, job placements, civilian transition, educational scholarships for children of the fallen, and more.

Education – www.carrytheload.org/education

- Carry The Load's education program, Carry The Flag, inspires patriotism in our nation's youth.
- It teaches the next generation about sacrifices made by our military, veterans, first responders and their families, and gives them a way to serve those who served for our freedom.
- The program provides guidance on activities that help kids learn more about our nation's heroes and how they can serve in their community.

Join the movement at www.carrytheload.org
#CarryTheLoad