



**CARRY THE LOAD** is a non-profit organization that provides active ways to connect Americans to the sacrifices made by our nation's military, veterans, first responders and their families. It 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.

Carry The Load inspires people to actively participate in its Memorial May awareness campaign to restore the true meaning of Memorial Day. This year people can participate by 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.

#### **2021 MEMORIAL MAY FACTS**

- **32 days** (April 29-May 31, 2021)
- **50 states** and **29+ countries**
- **70+ City Rallies**
- **15,500-mile National Relay** across America, handing off the American flag and dedicating each day in memory of a fallen hero. The public can join by walking or cycling before it culminates in Dallas, TX on Memorial Day Weekend.
  - 4,700-mile **West Coast Route** from Seattle, WA
  - 3,700-mile **Mountain States Route** from Minot, ND
  - 4,100-mile **Midwest Route** from Minneapolis, MN
  - 3,000-mile **East Coast Route** from West Point, NY
- **42 National Cemeteries** in partnership with the National Cemetery Administration, a Department of U.S. Veterans Affairs
- **Dallas Memorial March** on Memorial Day Weekend, May 30-31

#### **FUNDRAISING GOAL**

**Goal to raise \$1.25 million through peer-to-peer fundraising in May 2021**

- \$28.6 million raised since 2011
- 93% goes toward Carry The Load's Awareness, Continuum of Care and Education programs

#### **RESOURCES**

**Website** [www.carrytheload.org](http://www.carrytheload.org)

**Newsroom** (press releases, PSAs, backgrounder, fact sheet, photos, videos, press coverage)  
<http://news.carrytheload.org/>

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/>

Join the movement at [www.carrytheload.org](http://www.carrytheload.org)  
**#CarryTheLoad**