



## WHO ARE YOU CARRYING?

### MAIN MESSAGES

Carry The Load is a non-profit organization that provides active ways 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 to restore the true meaning of Memorial Day.
- More than a decade later, Carry The Load has turned into a year-round, nationwide movement to honor and remember the service and sacrifice of our nation's heroes.
- Visit [www.carrytheload.org](http://www.carrytheload.org) to learn more.

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### PROGRAM MESSAGES

Carry The Load focuses on three outreach programs:

#### **Awareness** – [www.carrytheload.org/awareness](http://www.carrytheload.org/awareness)

Carry The Load's mission is rooted in raising awareness for the true meaning of Memorial Day and honoring the service and sacrifices made to protect our freedom.

- In May, Carry The Load inspires people of all ages to participate in person or virtually by walking in the National Relay, attending a City Rally, hosting a [Carry It Anywhere](#) event, organizing a youth [Carry The Flag](#) activity and fundraising for our nation's heroes.
- In addition to Memorial Day, Carry The Load hosts events on Patriot Day and Veterans Day, and offers volunteer opportunities throughout the year.
  - On [Patriot Day](#), people can participate in a National Day of Service and Remembrance at National Cemeteries in collaboration with the VA National Cemetery Administration, or they can participate in a Heroes Challenge workout.
  - On [Veterans Day](#), people can host a Carry It Anywhere event to honor the service of our veterans and raise funds.

#### **Continuum of Care** – [www.carrytheload.org/continuumofcare](http://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, service dogs, job placements, civilian transition, educational scholarships for children of the fallen, and more.

#### **Education** – [www.carrytheload.org/education](http://www.carrytheload.org/education)

Carry The Load's education program, Carry The Flag, inspires patriotism in our youth.

- Carry The Flag teaches the next generation about service and sacrifice.
- The program gives guidance on activities that help kids learn more about our nation's military, veterans and first responders who serve for our freedom.
- It provides children with volunteer ideas and opportunities to serve in their own community.

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