



## WHO ARE YOU CARRYING?

### MAIN MESSAGES

- **CARRY THE LOAD** provides active ways to honor and remember our nation's heroes by connecting Americans to the sacrifices made by our military, veterans, first responders and their families.
- It started in 2011 as a grassroots effort by two Veteran U.S. Navy SEALs to restore the true meaning of Memorial Day.
- Today, Carry The Load has grown into a nationwide movement with people volunteering throughout the year to honor the men and women who made the ultimate sacrifice to protect our freedom.
- 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***

Carry The Load's mission is rooted in raising awareness for the true meaning of Memorial Day and honoring the men and women who made the ultimate sacrifice to protect our freedom.

In May, Carry The Load invites people of all ages to walk in the National Relay, attend Community Events, join the Dallas Memorial March, and fundraise for our nation's heroes.

Beyond May, Carry The Load hosts events nationwide on Patriot Day (Sept. 11) and Veterans Day (Nov. 11), and offers volunteer opportunities throughout the year.

- On Patriot Day, thousands of people volunteer to beautify hallowed grounds at VA National Cemeteries as a part of a National Day of Service and Remembrance.
- On Veterans Day, people participate in Carry The Load's annual Heroes Challenge by walking, running, or working out to raise money and celebrate our nation's veterans.

#### ***Continuum of Care***

Carry The Load collaborates with corporate and non-profit partners to raise much needed awareness and funds that assist with the many challenges facing our military, veterans, first responders, and their families.

In addition to the healing our heroes and their families receive by volunteering with Carry The Load, peer-to-peer fundraising goes toward strengthening nationwide services like counseling, adaptive training, suicide prevention, job placements, equine therapy, service dogs, and more.

#### ***Education***

Carry The Flag is a youth education program that makes learning about patriotism both accessible and fun.

For more than 10 years, Carry The Load has been supporting communities, schools, and youth groups by offering free resources for leaders to use encouraging community service and teaching about the sacrifices of everyday heroes like military, veterans, and first responders.

Nearly 6,000 students in 40 states have been a part of Carry The Flag.

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