



WHO ARE YOU CARRYING?

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 featuring the Memorial May awareness campaign where people of all ages are invited to walk in the National Relay, attend Community Events, join the Dallas Memorial March, and fundraise for our nation's heroes. Go to www.carrytheload.org for a list of locations of where to participate and to register.

2024 MEMORIAL MAY FACTS

- **National Relay** covers nearly 20,000 miles with five routes through 48 states in 28 days (April 29-May 26). The public can volunteer to walk or cheer on the relay team before it culminates in Dallas, dedicating each walk in memory of a fallen hero.
 - 4,200-mile **East Coast** Route from West Point, NY starting April 29
 - 3,700-mile **New England** Route from Burlington, VT starting May 1
 - 4,400-mile **West Coast** Route from Seattle, WA starting May 2
 - 3,900-mile **Midwest** Route from Minneapolis, MN starting May 5
 - 3,500-mile **Mountain States** Route from Fargo, ND starting May 15
- **65+ Community Events**, including **30+ National Cemeteries** in partnership with the VA National Cemetery Administration.
- **Dallas Memorial March** on Memorial Day Weekend, May 26-27
- Supporters in **50 states** and **29 countries**

FUNDRAISING GOAL

All volunteers are encouraged to fundraise for our nation's heroes.

- 2024 goal is **\$2 million** through peer-to-peer fundraising
- \$42.4 million total funds raised since 2011
- 93% of money raised goes toward its outreach programs
- 98% Charity Navigator rating

RESOURCES

Website www.carrytheload.org

Media Resources www.carrytheload.org/media-resources/

Newsroom www.carrytheload.org/newsroom/

Social Media

- YouTube: www.youtube.com/whoareyoucarrying
- Facebook: www.facebook.com/carrytheload
- Twitter: www.twitter.com/carrytheload
- Instagram: www.instagram.com/carrytheload/
- LinkedIn: www.linkedin.com/company/carry-the-load/

Join the movement at www.carrytheload.org
#CarryTheLoad