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

MEMORIAL MAY AWARENESS CAMPAIGN
The Memorial May campaign encourages people to walk with the National Relay team, attend a City Rally, join the Dallas Memorial March and host a Carry It Anywhere event in memory and honor of our fallen heroes.

Memorial May campaign elements include:
- The National Relay is a 11,500-mile journey across America, handing off the American flag every five miles for 32 straight days.
  - 4,600-mile West Coast Route from Seattle to Dallas, starting April 25
  - 3,000-mile East Coast Route from West Point to Dallas, starting April 29
  - 3,900-mile Midwest Route from Minneapolis to Dallas, starting May 3
  - Plus, stops at 25+ National Cemeteries in collaboration with the National Cemetery Administration, a Department of U.S. Veteran Affairs
- 55+ City Rallies across the nation in May
- 20-hour Dallas Memorial March on Memorial Day Weekend

HISTORY
2011 Founded by Veteran U.S. Navy SEALs, Clint Bruce and Stephen Holley, Carry The Load’s mission to restore the true meaning of Memorial Day featured a 20-hour and 11-minute Memorial March that took place on Memorial Day in Dallas.

2012 Launched a National Relay, consisting of an East Coast Route from West Point to Dallas

2016 Added a West Coast Route from Seattle to Dallas

2017 Covered more than 19 states, including 50 City Rallies throughout the country

2019 Added a Midwest Route from Minneapolis to Dallas; footprint increases to 40 states

MONEY RAISED
$21.7 million raised since 2011
93.14% goes toward Carry The Load’s Awareness, Continuum of Care and Education programs

MEDIA RESOURCES
Website www.carrytheload.org
Newsroom http://news.carrytheload.org/
PSAs http://news.carrytheload.org/
Photos (Flickr) https://www.flickr.com/photos/carrytheload/
Videos (YouTube) https://www.youtube.com/channel/UCm8RhJK5WUDv-VxfzponCQ

- more -
PROMO SCRIPT
As we prepare for Memorial Day, we remember and honor those who made the ultimate sacrifice for our freedom. Carry The Load is a non-profit organization that provides an active way to honor our military, veterans first responders and their families. Join us in showing your support for our heroes. For details, go to carrytheload.org.

INTRO
Carry The Load started in 2011 with a mission to restore the true meaning of Memorial Day. This Memorial May its national relay and city rallies will go through 40 states, including here. Joining us today is someone close to the mission to tell us more…

INTERVIEW QUESTIONS
• What is Carry The Load?
• Why are you involved with Carry The Load?
• How has it made an impact on your life?
• Where is the national relay at today? And how can we get involved?
• Who are you carrying?
• For more details, go to www.carrytheload.org

SOUNDBITES & QUOTES
Attribute to Stephen Holley, co-founder and CEO of Carry The Load
• “Physical pain equals emotional purge.”
• “When I really started remembering Memorial Day was when I started losing friends.”
• “We march for the guys and gals who can’t march anymore.”
• “We’re here to mourn the loss of those who’ve given the ultimate sacrifice, but we’re also here, UNITED to celebrate those lives and thank God that such men and women lived.”