



WHO ARE YOU CARRYING?

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 to learn more.

TIMELINE

2011: Carry The Load began with a **Dallas Memorial March** for 20-hours and 11-minutes with 400 participants and raising nearly \$50,000 on Memorial Day

2012: Started the **National Relay** with a **East Coast Route** from West Point, NY to Dallas, TX covering 2,000 miles and 13 states

2016: Added a **West Coast Route** from Seattle, WA to Dallas, TX for a total 6,600 miles and 18 states

2017: Expanded to 50 **City Rallies** for a total presence in 19 states; started **Carry The Flag**, a Carry The Load Education Program

2018: Walked through 6 **National Cemeteries** in strategic collaboration with the VA National Cemetery Administration; expanded Memorial May footprint to 26 states

2019: Added a **Midwest Route** from Minneapolis, MN to Dallas, TX for a total 11,500 miles, 40 states and 60 Rallies, including 26 National Cemeteries

2020: Added a **Mountain States Route** from Minot, ND to Dallas, TX before pivoting Memorial May to 70+ Virtual Rallies and Dallas Memorial Drive

2021: Celebrated **A Decade of Honor** and raised \$2 million in peer-to-peer fundraising

2022: Added a fifth **Blue Route** from Burlington, VT to Dallas, TX – rebranded the routes of the National Relay to the Red, White, Blue, Stars and Stripes Routes; covering a total 20,000+ miles across all 48 states in 32 days

2022 National Relay Routes

- 4,400-mile **Red Route** (formerly West Coast Route) from Seattle, WA
- 4,200-mile **White Route** (formerly East Coast Route) from West Point, NY
- 3,700-mile **Blue Route** (new) from Burlington, VT
- 3,800-mile **Stars Route** (formerly Midwest Route) from Minneapolis, MN
- 3,900-mile **Stripes Route** (formerly Mountain States Route) from Minot, ND

Join the movement at www.carrytheload.org
#CarryTheLoad