



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 to learn more.

PROGRAM MESSAGES

Carry The Load focuses on three outreach programs:

Awareness – 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

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

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
#CarryTheLoad