

20,000 MILES • 48 STATES • 32 DAYS • 5 NATIONAL ROUTES • 1 MISSION



WHO ARE YOU CARRYING?

AT&T Veterans National Memorial May Program 2023 *Sponsored by FirstNet*

<https://participate.carrytheload.org/firstnet>



Supporting the Sacrifice of our Nation's Heroes

***April 27 - May 29
2023***

What is Carry the Load & “Memorial May”

National Relay

The National Relay consists of five routes that cover 20,000 miles across 48 states. The relay team walks and cycles daily throughout the 32-day Memorial May campaign where people of all ages can join to honor and remember our fallen heroes.

Dallas Memorial March

The Dallas Memorial March, hosted in Carry The Load's hometown, is our flagship event and the culmination of the National Relay. The March is a 2-day Memorial Day weekend event honoring service members and their families for the sacrifices they make.

The Rallies

Rallies honor our nation's heroes during Memorial May. Rallies along the Relay route include the relay bus and team stopping to celebrate hometown heroes. Other rallies are stand-alone events that have grown organically.

View [Frequently Asked Rally Questions](#)

Throughout April and May, **thousands** of participants **walk in honor** of our country's brave heroes who have fallen. FirstNet continues to sponsor CTL's mission to **restore the meaning and awareness of Memorial day** in our communities. **Donations raise critical funds** our First Responders, Military, Veterans and their families to sustain programs through non-profit partners providing **restorative, healing support and services**.

Register. Participate. Fundraise.



\$38,058,33

Raised Since 2011



234,377+

Participants



96

City Rallies



50

States



29

Countries



203

Education Programs

Going Strong with FIVE Carry the Load Relay Routes



WALK IN HONOR
WALK IN CELEBRATION

Major Cities & Dates throughout the US April & May



AT&T VETERANS



FirstNet QR Code
CTL Flyer

Interested in
specific City
Rally & More
Info? [Click here!](#)

Double click on
the left graphics
for **Printable
Flyers**→

Date	West Coast	East Coast	New England	Midwest	Mtn. States
Thurs-27-April	Seattle	-	-	-	-
Fri-28-April	Portland	-	-	-	-
Sat-29-April	Salem/Eugene	-	-	-	-
Sun-30-April	Medford	-	-	-	-
Mon-1-May	Redding	West Point	-	-	-
Tues-2-May	Sacramento	New York City	-	-	-
Wed-3-May	Napa/Oakland	Princeton/Yardley	Burlington	-	-
Thurs-4-May	San Francisco	Philadelphia/ Wilmington	Portland	-	-
Fri-5-May	Mountain View/ San Jose	Dover	Concord	-	-
Sat-6-May	Monterey	Baltimore/Annapolis	Boston	Minneapolis	-
Sun-7-May	Fresno/Bakersfield	Washington, DC	Providence/Warwick	Eau Claire/La Crosse	-
Mon-8-May	Santa Barbara	Charlottesville	Hartford	Madison	-
Tues-9-May	Los Angeles/Carlsbad	Richmond/Hampton	Albany	Milwaukee	-
Wed-10-May	San Diego	Virginia Beach	Syracuse/Rochester	Chicago	-
Thurs-11-May	Palm Springs/ Riverside	Raleigh/Durham	Niagara Falls/ Buffalo	Grand Rapids	-
Fri-12-May	Las Vegas	Charlotte	Erie/Pittsburgh	Lansing/Ann Arbor	-
Sat-13-May	Yarnell/Prescott	Spartanburg/ Greenville	Morgantown/ Charleston	Detroit	-
Sun-14-May	Phoenix	Columbia/Sumter	Lexington	Toledo/Bowling Green	-
Mon-15-May	Tucson	Charleston/Savannah	Knoxville/ Pigeon Forge	Cleveland/Akron	-
Tues-16-May	Las Cruces	Jacksonville/ St. Augustine	Athens/Norcross	Columbus	Minot/Bismarck
Wed-17-May	El Paso	Orlando	Atlanta	Cincinnati	Sturgis/Gillette
Thurs-18-May	Pecos/Odessa	Sarasota	Marietta/Kennesaw	Louisville	Laurel/Bozeman
Fri-19-May	Midland	St. Petersburg	Chattanooga	Indianapolis/ Lafayette	Idaho Falls/ Ketchum
Sat-20-May	San Angelo	Tampa/Gainesville	Murfreesboro/ La Vergne	St. Louis	Boise
Sun-21-May	San Antonio	Valdosta/Tifton	Nashville/Huntsville	Quincy/Burlington	Salt Lake City
Mon-22-May	New Braunfels	Columbus/ Montgomery	Memphis	Des Moines/Omaha	Provo
Tues-23-May	Austin	Fort Walton/Pensacola	Little Rock	Omaha/Lincoln	Grand Junction/ Aspen
Wed-24-May	Austin/Cedar Park	Biloxi/Gulfport	Hot Springs/ Bossier City	Leavenworth/ Kansas City	Denver
Thurs-25-May	Georgetown/ Fort Hood	New Orleans/ Baton Rouge	Texarkana	Lawrence/Topeka	Colorado Springs
Fri-26-May	Waco	Lafayette/ Lake Charles	Mt. Pleasant	Wichita/Tulsa	Amarillo/Lubbock
Sat-27-May	Fort Worth	Houston/ College Station	Greenville	Oklahoma City	Wichita Falls/ Richardson
Sun-28-May	Dallas	Dallas	Dallas	Dallas	Dallas

2023 National Relay

Date	West Coast	East Coast	New England	Midwest	Mtn. States
Thurs-27-April	Seattle	-	-	-	-
Fri-28-April	Portland	-	-	-	-
Sat-29-April	Salem/Eugene	-	-	-	-
Sun-30-April	Medford	-	-	-	-
Mon-1-May	Redding	West Point	-	-	-
Tues-2-May	Sacramento	New York City	-	-	-
Wed-3-May	Napa/Oakland	Princeton/Yardley	Burlington	-	-
Thurs-4-May	San Francisco	Philadelphia/ Wilmington	Portland	-	-
Fri-5-May	Mountain View/ San Jose	Dover	Concord	-	-
Sat-6-May	Monterey	Baltimore/Annapolis	Boston	Minneapolis	-
Sun-7-May	Fresno/Bakersfield	Washington, DC	Providence/Warwick	Eau Claire/La Crosse	-
Mon-8-May	Santa Barbara	Charlottesville	Hartford	Madison	-
Tues-9-May	Los Angeles/Carlsbad	Richmond/Hampton	Albany	Milwaukee	-
Wed-10-May	San Diego	Virginia Beach	Syracuse/Rochester	Chicago	-
Thurs-11-May	Palm Springs/ Riverside	Raleigh/Durham	Niagara Falls/ Buffalo	Grand Rapids	-
Fri-12-May	Las Vegas	Charlotte	Erie/Pittsburgh	Lansing/Ann Arbor	-
Sat-13-May	Yarnell/Prescott	Spartanburg/ Greenville	Morgantown/ Charleston	Detroit	-
Sun-14-May	Phoenix	Columbia/Sumter	Lexington	Toledo/Bowling Green	-
Mon-15-May	Tucson	Charleston/Savannah	Knoxville/ Pigeon Forge	Cleveland/Akron	-
Tues-16-May	Las Cruces	Jacksonville/ St. Augustine	Athens/Norcross	Columbus	Minot/Bismarck
Wed-17-May	El Paso	Orlando	Atlanta	Cincinnati	Sturgis/Gillette
Thurs-18-May	Pecos/Odessa	Sarasota	Marietta/Kennesaw	Louisville	Laurel/Bozeman
Fri-19-May	Midland	St. Petersburg	Chattanooga	Indianapolis/ Lafayette	Idaho Falls/ Ketchum
Sat-20-May	San Angelo	Tampa/Gainesville	Murfreesboro/ La Vergne	St. Louis	Boise
Sun-21-May	San Antonio	Valdosta/Tifton	Nashville/Huntsville	Quincy/Burlington	Salt Lake City
Mon-22-May	New Braunfels	Columbus/ Montgomery	Memphis	Des Moines/Omaha	Provo
Tues-23-May	Austin	Fort Walton/Pensacola	Little Rock	Omaha/Lincoln	Grand Junction/ Aspen
Wed-24-May	Austin/Cedar Park	Biloxi/Gulfport	Hot Springs/ Bossier City	Leavenworth/ Kansas City	Denver
Thurs-25-May	Georgetown/ Fort Hood	New Orleans/ Baton Rouge	Texarkana	Lawrence/Topeka	Colorado Springs
Fri-26-May	Waco	Lafayette/ Lake Charles	Mt. Pleasant	Wichita/Tulsa	Amarillo/Lubbock
Sat-27-May	Fort Worth	Houston/ College Station	Greenville	Oklahoma City	Wichita Falls/ Richardson
Sun-28-May	Dallas	Dallas	Dallas	Dallas	Dallas

Honoring Ben Clinton's Heroes
CARRY THE LOAD



WHO ARE YOU CARRYING?

Find a Location Near You - Make a Community Impact



Embedded links below take you to the route details and stops (every ~5 miles) along each relay.

Dates, times, meet-up locations, and descriptions of the type of leg it is (walking, cycling, or bus only) all noted.

- [West Coast Route Guide](#)
- [Mountain States Route Guide](#)
- [Midwest Route Guide](#)
- [New England Route Guide](#)
- [East Coast Route Guide](#)



WEST COAST

Seattle to Dallas: 4,400 Miles



MOUNTAIN STATES

Minot to Dallas: 3,800 Miles



MIDWEST

Minneapolis to Dallas: 3,900 Miles



NEW ENGLAND

Burlington to Dallas: 3,700 Miles



EAST COAST

West Point to Dallas: 4,200 Miles

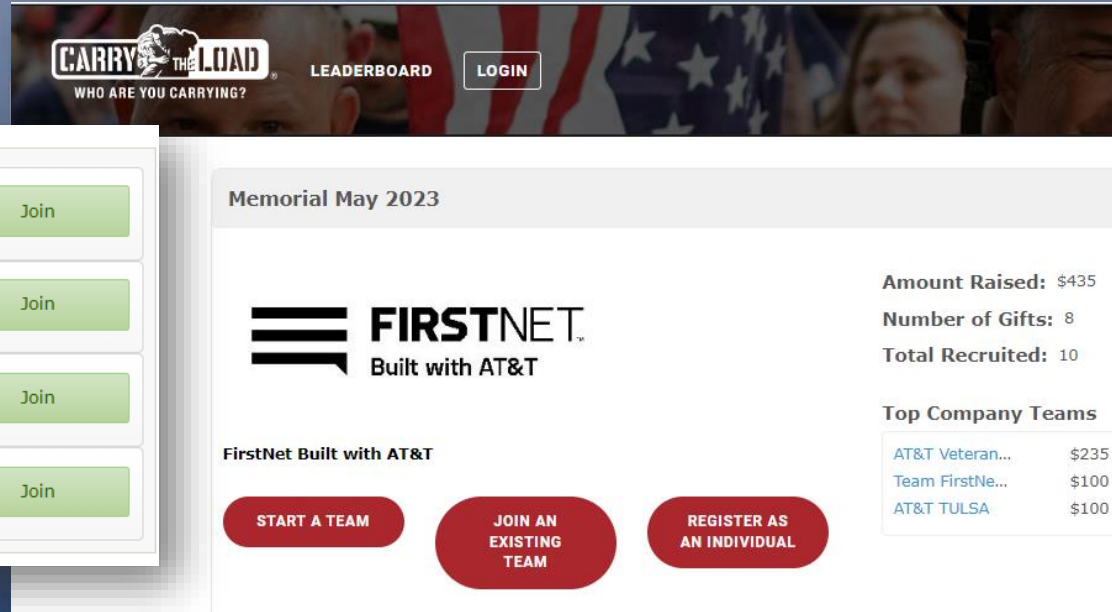


DALLAS MEMORIAL MARCH

Reverchon Park: 20 Hours 25 Mins

Honoring Our Nation's Heroes
CARRYTHELOAD.ORG

Communicate & Recruit Participants & donors



1. Start at <https://participate.carrytheload.org/firstnet>
2. Name your team (Associate to “**FirstNet built with AT&T**” as a Company)
3. Setup your “personal page” and share on social media to start spreading the word!
4. Share your team's name/signup link with your Chapter, other ERGs, your work group, external partners, family, friends, customers, co-workers, etc. to allow them to also sign-up and plan towards April/May participation!



Hashtags:

#CarryTheLoad
@CarryTheLoad
#FirstNet @FirstNet
#ConnectedTogether
#LifeAtATT



Promote your Chapter/team's participation on Social

1 PERSONALIZE YOUR PAGE
Participants who personalize their fundraising page raise 3X more than those who don't.

2 MAKE A DONATION
Kick start your fundraising efforts by making the first donation yourself.

3 SEND EMAILS
Share with your friends and family about your participation in the mission.

4 FUNDRAISE WITH FACEBOOK
Start a Facebook fundraiser from your team page.

5 RECRUIT OTHERS TO JOIN YOU
Ask friends, family and co-workers to join your team to walk.

6 FUNDRAISE ON THE GO
Use the Carry The Load website on your smartphone to encourage on the go donations.

7 Thank YOUR DONORS
Write personalized notes, send emails or thank your donors on Facebook.

Contact marketing@carrytheload.org to customize

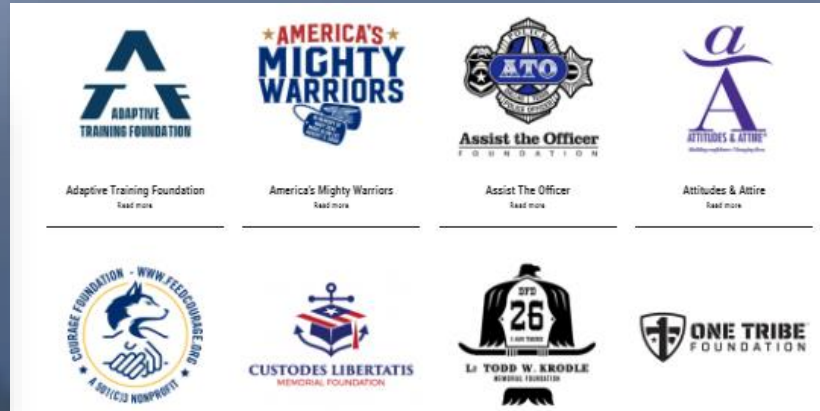
Register. Participate. Fundraise.



Company/Organization Announcement (January-March)

We're proud to announce our company and employees are participating in @CarryTheLoad 2023. Join us in honoring our nation's heroes. #CarryTheLoad #MemorialMay #WhoAreYouCarrying #FirstNet

Funds Raised for CTL work as a Force Multiplier...



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, equine therapy, service dogs, job placements, civilian transition, home improvements, hope for homeless veterans, care for burn victims, educational scholarships for children of the fallen, and many other healing services.



*Carry The Load's **Continuum of Care program** is built upon a strategic collaboration among our corporate and non-profit partners.*

*The program **raises awareness and funds to assist with issues** facing our military, veterans, first responders & their families*

<https://www.carrytheload.org/non-profit-partners/>



CTL Milestones 2011 - 2022



- 2011** Carry The Load began with a Dallas Memorial March at White Rock Lake in Dallas, TX on Memorial Day, 20 hours and 11 minutes 400 participants | \$50,000
- 2012** Started the National Relay with an East Coast Route from West Point, NY to Dallas, TX 2,000 miles | 1 Rally | 13 states
- 2016** Added a West Coast Route from Seattle, WA to Dallas, TX, 6,600 miles | 33 Rallies | 18 states
- 2017** Introduced the Carry The Flag Education Program
- 2018** Strategic collaboration with the VA National Cemetery Administration; added National Cemeteries as Rally points 67 Rallies | 26 states
- 2019** Added a Midwest Route from Minneapolis, MN to Dallas, TX, 11,500 miles | 81 Rallies | 40 states
- 2020** Added a Mountain States Route from Minot, ND to Dallas, TX before pivoting Memorial May to 15,500 virtual miles and the Dallas Memorial Drive.
- 2021** Celebrated A Decade of Honor 15,500 miles | 76 Rallies | 42 states
- 2022** Added a New England Route from Burlington, VT to Dallas, TX, 20,000 miles | 96 Rallies | 48 states

What we accomplished together in 2022



53

AT&T Relay
Team Captains

416

AT&T employees
Registered

902

Donated to an
AT&T Team

\$48K

Raised by
AT&T Teams

*In 2022, our AT&T employees supported this mission to **never forget those families who have sacrificed** for all of us.*

*Help us ensure our support in 2023 makes another **difference in the lives** of those we appreciate. Never Forget.*

Thank you to these AT&T Veterans Chapters for participating last year!

1. Louisiana AT&T Veterans
2. Washington State AT&T Veterans
3. NJ/PA AT&T Veterans
4. Tennessee AT&T Veterans
5. New York AT&T Veterans
6. New England AT&T Veterans
7. Ohio AT&T Veterans
8. Arkansas AT&T Veterans
9. DFW AT&T Veterans
10. Central Plains AT&T Veterans
11. Florida/PR/VI AT&T Veterans
12. Georgia AT&T Veterans