

CARRY FORWARD® 5K



The Wounded Warrior Project® (WWP) Carry Forward® 5K is a powerful, one-of-a-kind event where supporters put the WWP mission in motion by running or walking a 5K to honor and empower wounded warriors.

Participants have the option to show their support in three special ways:

★ **FLAG** ★



CARRY A FLAG
to show support and patriotism.

★ **FITNESS** ★



CARRY A WEIGHT
to represent the responsibilities veterans bear while serving our country.

★ **FIERCE** ★



CARRY ANOTHER PERSON
to symbolize one warrior carrying another in their time of need.

The Carry Forward 5K features in-person **City Series** events and opportunities for supporters nationwide to put the mission in motion no matter where they are through a Carry Forward **Virtual 5K** or **Host Your Own** event.

SAN DIEGO, CA
AUGUST 19, 2023

NASHVILLE, TN
SEPTEMBER 9, 2023

VIRTUAL 5K
YOU PICK THE DATE & PLACE

SAN ANTONIO, TX
OCTOBER 7, 2023

JACKSONVILLE, FL
NOVEMBER 4, 2023

HOST YOUR OWN
YOU PICK THE DATE & PLACE

“I CARRY FORWARD BECAUSE IT BRINGS ME JOY TO SUPPORT OUR VETERANS. WE HAVE A LOT OF VETERANS THAT WORK FOR US AND IT’S OUR WAY TO HONOR THEM.”

- 2022 PARTICIPANT, FUJITSU VP OF MARKETING



“I CARRY FORWARD TO HONOR AND EMPOWER VETERANS WHO HAVE INCURRED AN INJURY; TO MAKE THEM FEEL WHOLE AGAIN AND NOT FORGOTTEN ABOUT.”

- 2022 PARTICIPANT, TOP FUNDRAISER



★ BENEFITS ★

Your company can benefit from teaming up with WWP to sponsor this unique event. Your participation in Carry Forward will:

- ★ Promote brand exposure among thousands of Carry Forward participants and WWP's engaged audience.
- ★ Generate brand loyalty by demonstrating your commitment to supporting injured veterans and by engaging with supporters in your local communities.
- ★ Increase employee engagement and morale by creating a corporate squad.
- ★ Help save and change the lives of warriors and their families.

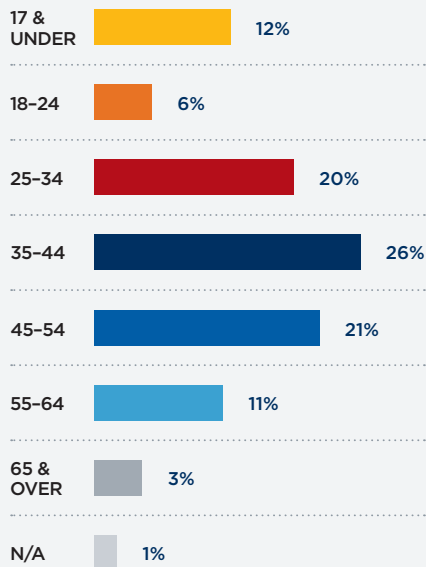


78% OF CONSUMERS

ARE MORE LIKELY TO REMEMBER A COMPANY THAT HAS A STRONG PURPOSE.
- Porter Novelli, 2021 / Purpose Perception: Porter Novelli's Implicit Association Study

★ 2022 SUMMARY ★

AGE BREAKDOWN



10,100

TOTAL REGISTERED PARTICIPANTS



2,907

REGISTERED VETERANS



98%

WOULD RECOMMEND EVENT TO FAMILY AND FRIENDS



98%

LIKELY TO ATTEND A CITY EVENT AGAIN



26M+ TOTAL IMPRESSIONS

Combined paid and earned via social, media, and email

★ LET'S CONNECT! ★

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