

## Putting Your Partnership in Motion



A wounded veteran uses his shirt to wipe the sweat from his eyes after carrying a 75-pound pack throughout a 5K. Further back, a father balances his son on his shoulders; a quick water break and they're back on the course.

Your company was there: your logo was on that shirt, and your employees handed that boy a cup of water.

The Wounded Warrior Project® (WWP) [Carry Forward® 5K](#), delivered by CSX®, allows sponsors to paint their own participation picture. No matter how you want to get involved, we're ready to give you the canvas.

That picture of participants carrying either a flag, weight, or person is seen by millions of consumers. Carry Forward generated 538 million media impressions in 2018. Nearly 13,000 participants, donors, and volunteers engaged with the event in three host cities and at virtual events.

This year will be even bigger. [San Antonio](#) is joining [San Diego](#), [Nashville](#), and [Jacksonville, Florida](#), as host cities. We're anticipating nearly double the number of participants as the word is spreading about this innovative event.

In addition to sponsorships, your company can use the opportunity to participate.

Presenting sponsor CSX had more than 200 employees engaged with Carry Forward last year. They raised more than \$30,000 to help injured veterans on their journeys to recovery.

"It has been an absolute pleasure getting to know some of the amazing men and women of Wounded Warrior Project programs and knowing that through our partnership we can connect more of our nation's heroes to critical resources they need to heal their visible and invisible wounds from serving our country," said John Kitchens, CSX Corporate Citizenship Director.

Can't make it to one of the four cities? Take a page out of Verizon's book and create your own virtual Carry Forward. More than 500 of its employees participated in six virtual Carry Forward events on Veterans Day as

they raised nearly \$10,000 to help warriors achieve their highest ambition.

Want to get involved? Here's how:

- Contact [partners@woundedwarriorproject.com](mailto:partners@woundedwarriorproject.com) to get connected to one of our corporate partner teammates.
- Visit <http://carryforward.woundedwarriorproject.org> to register your team or explore sponsorship opportunities.

A special thanks to our returning presenting sponsor, CSX Transportation, and our honor sponsor, USAA®.

### **About Wounded Warrior Project**

Since 2003, Wounded Warrior Project® (WWP) has been meeting the growing needs of warriors, their families, and caregivers – helping them achieve their highest ambition. Learn more: <http://newsroom.woundedwarriorproject.org/about-us>.

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<https://newsroom.woundedwarriorproject.org/putting-your-partnership-in-motion>