AMY COTTA

FOUNDER & EXECUTIVE DIRECTOR | FULL MEDIA BIO

Amy Cotta is the founder and executive director of Memories of Honor, a national nonprofit founded in Tennessee to keep the names, stories, and legacies of America's fallen service members alive while standing beside the families who carry their memory.

The work began years before the organization had a name. In 2011, after her 18-year-old son left for Marine Corps boot camp, Cotta began running in combat boots as a deeply personal way to stay connected to his service. In September 2014, that act of connection became something larger on the inaugural IRONMAN Chattanooga course, where athletes carried boots, ran memorial miles, and spoke the names of fallen service members. The response revealed a powerful gap: people wanted meaningful ways to remember, and families needed to know their loved ones' names and stories still mattered.

Memories of Honor was formally founded on November 14, 2015. Under Cotta's leadership, the organization has grown into a national remembrance movement built around living memorials and human connection rather than statistics. Its current initiatives include the Boots of Honor Memorial, Music Remembers Project, MD365, Project EPIC Forward, and Athletes Honor Heroes.

Cotta's work centers on a simple conviction: remembrance should not be confined to Memorial Day. By connecting surviving families, veterans, athletes, musicians, companies, and communities, Memories of Honor gives the public tangible ways to learn a name, carry a story, and take part in remembrance throughout the year.

SELECTED INTERVIEW TOPICS

- Reclaiming the meaning of Memorial Day
- The 'second death' and why saying a name matters
- Gold Star and surviving-family visibility
- Boots of Honor and visual remembrance
- Building a national movement from a grassroots idea
- Music, endurance, and storytelling as tools for connection
- Bridging the military-civilian divide without politics

MEDIA CONTACT

Tori Sims
Triple 7 Public Relations, LLC
615.254.9389 (office)
tori@triple7pr.com
www.triple7pr.com