AMY COTTA

FOUNDER & EXECUTIVE DIRECTOR | SHORT MEDIA BIO

Amy Cotta is the founder and executive director of Memories of Honor, a Tennessee-born national nonprofit dedicated to ensuring America's fallen service members are never forgotten and the families who carry their memory are seen and supported. What began as a personal act of connection - running in combat boots after her son left for Marine Corps boot camp - grew into a grassroots remembrance movement at the inaugural IRONMAN Chattanooga in 2014. Memories of Honor was formally founded in 2015. Today, Cotta leads the organization's work through living memorials, music, endurance experiences, daily remembrance, and community partnerships that turn memory into action.

INTERVIEW TOPICS

Memorial Day and year-round remembrance • Gold Star and surviving families • Boots of Honor Memorial • grassroots movement building • bridging the military-civilian divide • remembrance through music and athletics

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