

FOR IMMEDIATE RELEASE

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Stepfather cycling across country to draw awareness for rare Rett syndrome

September 6, 2018: KC Byers, an entrepreneur and a stepfather of a daughter with Rett syndrome from Fairhope, Alabama, is embarking on a month-long, cross-country cycling ride to raise awareness for Rettsyndrome.org and a fundraising goal of \$250K.

Byers will log more than 2,600 miles during his [Rett Ride Across America](#) traveling across the [1-10](#) corridor from San Diego to Jacksonville this October.

“When you love someone that doesn’t have the ability to complain or speak for themselves, you have to do something. This ride is for the Rett kids – for the fight and the plight that they are experiencing every day,” said Byers.

Rett syndrome is a rare, severe neurologic disorder that affects all racial and ethnic groups, and occurs worldwide in 1 of every 10,000 female births.

Currently, over 7,000 girls and women, plus several boys, are living with Rett syndrome in the U.S. This neurological disorder is first recognized in infancy and is most often misdiagnosed as autism, cerebral palsy, or non-specific developmental delay.

Since 1999, the International Rett Syndrome Foundation, known today as Rettsyndrome.org, is the leader in accelerating research for treatments and a cure for Rett syndrome.

“Great strides are being made toward finding life-changing treatments for Rett syndrome. It’s our community and our voices -- passionate people like KC, that provide us hope in overpowering this disorder,” says Melissa Kennedy, Executive Director - Rettsyndrome.org.

Byers will be joined along the way by a few fellow riders directly affected by Rett syndrome and supported by many organizations that find giving back to people in their communities as part of their corporate mission.

“Supporting our community is in our DNA. We want to do whatever we can to not only help assist KC and his incredible journey across America, but most importantly, contribute efforts to raise awareness to Rett syndrome along the way,” said Brandon Callahan, Sr. Product Marketing Manager, Coros Global.

Byers, a Vietnam-era veteran, lives with his wife Kristi and stepdaughter, Katelyn, 24 who has Rett syndrome. His stepdaughter Kourtney, daughter Rachel, son Chandler and brother-in-law, Joey Bass will also be participating in several events during his month long journey.



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Rett Ride Across America events will be held in the following cities:

San Diego | Launch Event | 9.30.18

9 - 11AM PDT

505 S. Vulcan Avenue, Encinitas, CA 92024

<https://www.facebook.com/events/290146721756237/>

Biloxi MS | 10.20.18

7 - 10AM CDT

Mary Mahoney's | 110 Rue Magnolia, Biloxi, MS 39530

<https://www.facebook.com/events/205423996725556/>

Daphne AL | 10.21.18

7 - 10AM EST

Infinity Bicycles | 28396 Highway 181, Daphne, AL 36526

<https://www.facebook.com/events/174539653250174/>

Jacksonville | Finale Celebration | 10.27.18

12 - 3PM EST

Sneakers Sports Grille | 111 Beach Blvd. Jacksonville Beach, FL 32250

<https://www.facebook.com/events/269557450319727/>

For more information on Rett Ride Across America, please visit rettrideacrossamerica.com. Event information and updates can be found on https://www.facebook.com/pg/rettrideacrossamerica/about/?ref=page_internal. #Overpowerrett

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As a leading private funder of Rett syndrome research, Rettsyndrome.org has funded over \$44M in high-quality, peer-reviewed research grants and programs to date. The organization hosts the largest global gathering of Rett researchers and clinicians to establish research direction for the future. Rettsyndrome.org, a 501(c) 3 organization, has earned Charity Navigator's prestigious 3 star rating year after year. To learn more about our work and Rett syndrome, visit www.rettsyndrome.org or call (513) 874-3020.