



PRESS RELEASE

FOR IMMEDIATE RELEASE

Outback Steakhouse and Local Non-Profit Ride for a Cure, support clinic at Children's Hospital of Philadelphia

September 24, 2009, Philadelphia, PA. — Friedrich's Ataxia Research Alliance (FARA) and Outback Steakhouse restaurants of PA are proud to announce registration for Ride Ataxia-Philadelphia, a one-day cycling event scheduled for Sunday October, 25th, 2009.

The cycling event and Family Fall Festival begins and ends at Limerick County Park in Royersford, PA. 10-, 25- and 50-mile routes will cover scenic country roads and will be supported with stocked rest stops, sag vehicles and roving support. Riders can register and fundraise on line either as individuals or in teams at www.rideataxia.org/Philly. Registration includes the best event food around provided by the Outback Steakhouse, Carrabba's Italian Grill and Bonefish Grill. Fall festival activities include a $\frac{3}{4}$ mile paved loop for a kids ride as well as face painting and Fall themed games and crafts.

Ride Ataxia-Philadelphia continues a tradition of personal triumph and physical achievement begun by Kyle Bryant, a Friedrich's Ataxia patient, who refused to give up cycling as the devastating effects of the disease began to severely affect his balance. Since then, Kyle Bryant and the Ride Ataxia cycling team have traveled 3,300 miles in the past three years, raising invaluable ataxia awareness and over \$700,000 in research funds.

In an effort to expand the reach of Ride Ataxia, Bryant has joined the FARA staff as the Program Director for the initiative. Bryant states, "This position with FARA will allow me to pursue my passion and put my full effort behind the cause. I couldn't be more excited for the opportunity to launch additional Rides in new city locations to increase awareness and funds for FA research. I am grateful to the Outbacks in the Philadelphia area for piloting the expansion of the Ride Ataxia effort this Fall."

For Outback, this effort is not the first in support of FARA. Across the country, Outbacks have supported FARA by opening their doors for benefit luncheons, providing countless catered meals for fundraising events and hosting golf tournaments, walkathons and even clayshoots. John Jackson, the Philadelphia area Joint Venture Partner for Outback, was inspired by Kyle's story and approached FARA about bringing the Ride to Pennsylvania. "I have always believed in supporting non-profits through our restaurants," says Jackson, "Ride Ataxia is an opportunity for us to help FARA begin a fundraiser that could blossom to include rides all over the country and most important, raise the funds they need to

cross the finish line and bring treatments to Kyle and his fellow FA sufferers.”

Ride Ataxia Philly benefits the Friedreich’s Ataxia Research Alliance (FARA) and the Children’s Hospital of Philadelphia (CHOP) Friedreich’s Ataxia Program. Both are non-profit organizations dedicated to research and a cure for FA. For more information about this event, please visit www.rideataxia.org/Philly.

About FARA

The Friedreich's Ataxia Research Alliance's (FARA) mission is to marshal and focus the resources and relationships needed to cure FA by raising funds for research, promoting public awareness, and aligning scientists, patients, clinicians, government agencies, pharmaceutical companies and other organizations dedicated to curing FA and related diseases. <http://www.CureFA.org>

About Ride Ataxia

The mission of Ride Ataxia is to Educate the public about ataxia by drawing attention through acts of physical endurance, Enable the advancement of ataxia research through collaborative financial support and Empower Ataxians by inspiring, motivating and providing opportunities to develop physical and mental strength. www.rideataxia.org/Philly.

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