



GENESIS BANK ANNOUNCES IT WILL PARTICIPATE IN THE ANNUAL ALZHEIMER'S ASSOCIATION WALK TO END ALZHEIMER'S

*Stephen H. Gordon, Chairman and CEO of Genesis Bank,
to Serve as Chair of the Executive Walk Committee*

NEWPORT BEACH, CA, June 27, 2023 /Business Wire/ -- Genesis Bank ("Genesis" or the "Bank"), announced today its participation in the Alzheimer's Association Walk to End Alzheimer's ("Walk") on Saturday, October 21, 2023, in Irvine, California. Held annually in more than 600 communities nationwide, the Walk is the largest fundraiser that supports the care and research of Alzheimer's disease. It is important to note that minority populations are historically underrepresented in clinical trials that support the essential research, treatment, and medication of Alzheimer's disease. Accordingly, minorities are disproportionately affected by Alzheimer's, with studies showing that Black Americans are twice as likely as White Americans, and Hispanic Americans are 1.5 times as likely as White Americans to have Alzheimer's and other dementias, while Native Americans age 65 and over with dementia are projected to increase by four times by 2060. As one of only two diverse, multiracial Minority Depository Institutions in the U.S., Genesis Bank is committed to promoting awareness of Alzheimer's across its diverse, majority-minority communities, with nearly all of its team members participating in this year's Walk.

Stephen H. Gordon, Chairman and Chief Executive Officer of Genesis Bank, stated, "On behalf of Genesis Bank and the Genesis for Good Foundation, our 501(c)(3) public charity that supports financial literacy, mentorships, economic and workforce development, internships, and technical assistance, we are deeply honored to be part of the Alzheimer's Association Walk to End Alzheimer's. Our collective team recognizes the importance of the Walk to End Alzheimer's, and we are dedicated to contributing our time and resources to raise awareness and funds in support of the battle against Alzheimer's disease. As Chair of the Executive Walk Committee, I am personally committed to ensuring that our impact has a lasting effect on the ongoing efforts to advance the prevention, treatment, and ultimate cure of Alzheimer's."

Deborah Levy, Executive Director of the Alzheimer's Association – Orange County Chapter, stated, "We are grateful to Stephen for his leadership and vision he brings to the Irvine Walk to End Alzheimer's. Through our partnership with Genesis Bank, we will be able to grow awareness of how Alzheimer's and all other dementia affect the communities in which we serve and how the Alzheimer's Association is here to help."

Alzheimer's disease affects over 6 million Americans nationwide, with more than 11 million family members and friends providing care to individuals living with Alzheimer's and other forms of dementia. In California alone, nearly 700,000 people are living with the disease, along with over 1.3 million caregivers. During the Walk, participants will pay tribute to those affected by Alzheimer's through the moving Promise Garden ceremony, symbolizing the collective determination to combat the disease. Each participant will carry flowers of different colors, with each color representing their personal connection to Alzheimer's.

To learn more about the Alzheimer's Association Walk to End Alzheimer's, please visit www.alz.org/walk, and click [here](#) to join the Genesis Bank walk team or make a donation.



About Genesis Bank

Genesis Bank is a California state chartered commercial bank, organized by a group of highly experienced and successful bankers, investors, and business professionals. The Bank focuses on serving the financial needs of small to mid-sized businesses and owners, and investors in income-producing multifamily and commercial real estate located in the Bank's Target Markets of Los Angeles, Orange, Riverside and San Bernardino Counties, California. Additionally, Genesis Bank is designated by the FDIC as a Minority Depository Institution ("MDI"), and is one of only two diverse, multi-racial MDIs in the U.S. The Bank is powered by GenTeckSM, a groundbreaking combination of best-in-class technologies, which are tightly integrated to give clients a seamless, digital first, and transparent experience. The Bank's products, services, and solutions primarily include traditional commercial business, Small Business Administration (SBA), income property, and owner-occupied commercial real estate loan and deposit products, as well as treasury management, escrow, and Section 1031 exchange services and solutions. Genesis Bank is headquartered in Newport Beach, California, and can be found online at www.mygenesisbank.com. Genesis is an Equal Housing Lender and Member FDIC.

About Alzheimer's Association

The Alzheimer's Association is a worldwide voluntary health organization dedicated to Alzheimer's care, support, and research. Its mission is to lead the way to end Alzheimer's and all other dementia – by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Visit www.alz.org or call 800.272.3900.

Alzheimer's Association Walk to End Alzheimer's

The Alzheimer's Association Walk to End Alzheimer's is the world's largest event to raise awareness and funds for Alzheimer's care, support, and research. Since 1989, the Alzheimer's Association mobilized millions of Americans in the Alzheimer's Association Memory Walk; now, the Alzheimer's Association continues to lead the way with Walk to End Alzheimer's. Together, we can end Alzheimer's.

For more information, please contact:

Will Han
Executive Vice President, Chief Financial Officer
Genesis Bank
E-mail: whan@mygenesisbank.com
Phone: 949-273-1226

Lauren DiBiase
SVP, Chief Marketing Officer
Genesis Bank
E-mail: ldibiase@mygenesisbank.com
Phone: 949-273-1503