

LEGACY BRIDGE

PRIVATE FAMILY OFFICES

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FOR IMMEDIATE RELEASE

MICHAEL ZUENDEL JOINS BOARD OF BANNER ALZHEIMER'S INSTITUTE FOUNDATION

Founder of Des Moines-Based Multi-Family Office Pursues Mission to End Alzheimer's

FEBRUARY 26, 2024—WEST DES MOINES, IOWA—Legacy Bridge Private Family Offices is pleased to announce that Michael T. Zuendel, Founder and CEO of Legacy Bridge, has been appointed to the Board of Directors of The Banner Alzheimer's Institute Foundation. Banner Alzheimer's Institute, founded in 2006, was established as the first Center of Excellence at Banner Health, a nonprofit healthcare organization that is one of the nation's largest and most respected healthcare systems.

Banner Alzheimer's Institute (BAI) has revolutionized the standard of care for Alzheimer's disease. The work of the BAI Foundation is to raise awareness and secure funding to support the scientists and doctors who are seeking better ways to treat Alzheimer's disease, delay its onset and prevent it completely.

Current estimates indicate more than 6 million Americans aged 65 and older live with Alzheimer's. Another 10 million are directly impacted as their caregivers, many of whom are family members. The disease is currently ranked as the seventh leading cause of death in the United States, according to [The National Institute on Aging](#).

Jerre Stead, Chairman, Board of Directors Banner Alzheimer's Institute Foundation, said of the appointment, "I am absolutely delighted for Mike to join the Banner Alzheimer's Foundation Board. When I helped found the Board 2006, I was intent on creating a vehicle for change, with a group of leaders representing diverse perspectives that will help propel the Banner Alzheimer's Institute's research and clinical care. Mike is the perfect example of a board member who brings distinct insight to the Board, where he will continue to be a staunch advocate for Alzheimer's disease patients and families. We are grateful for Mike's commitment and leadership."

Mike Zuendel, Founder and CEO of Legacy Bridge, said, "I am honored to have been appointed to the Board and look forward to supporting the outstanding work of the researchers, physicians, and clinicians at BAI. It is through their tireless efforts, and the efforts of so many others, that I know we will bring an end to Alzheimer's."

Gratitude holds great significance for Mike and in reflecting on this appointment, recalled a [New York Times article](#) that included the quote, "Gratitude heals, energizes and changes lives. It is the prism through which we view life in terms of gifts, givers, goodness, and grace." Mike added, "It is with gratitude—and a deep sense of commitment—that I am looking toward a future without Alzheimer's."

About Legacy Bridge Private Family Offices

Legacy Bridge Private Family Offices was established by Founder and CEO Mike Zuendel to provide tailored wealth and investment management capabilities, and family office services to serve high-net-worth clients. The firm exists at the intersection of a client's family, their enterprise and wealth—the very complex space where the rational and emotional create ever-evolving dynamics that need to be carefully understood and expertly managed. The firm is headquartered in West Des Moines, IA, with offices in Telluride, CO and New York, NY. To learn more, please visit <https://legacybridgepfo.com>.

About Banner Alzheimer's Institute

Banner Alzheimer's Institute was founded in 2006 in Phoenix, Arizona. The institute was established as the first Center of Excellence at Banner Health, a nonprofit healthcare organization that is one of the nation's largest and most respected healthcare systems, distinguished for clinical excellence, innovation, and operational integrity. It has a three-part mission of ending Alzheimer's disease without losing another generation, introducing a new national standard of patient and family care that provides ongoing hope and help for patients and families living with Alzheimer's disease, and forging new models of collaboration with scientific, medical, academic and community partners. The Banner Alzheimer's Institute is recognized as an international leader in Alzheimer's disease research and care and has received more than \$100M of funding and support from a range of sources. Today, its team continues to build on a legacy of innovation and excellence in the fight against Alzheimer's disease and memory-related disorders. To learn more, please visit <https://www.bannerhealth.com/services/alzheimers>.

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