

Meriwest Celebrates the LGBTQ+ Community at Silicon Valley PRIDE 2026

Meriwest CU joined thousands in San Jose for the 2026 Silicon Valley Pride Parade, celebrating "Flourish and Bloom" and the strength of the LGBTQ+ community.

SAN JOSE, CA, UNITED STATES,
September 2, 2026 /EINPresswire.com/

-- [Meriwest Credit Union](#) joined thousands of attendees in Downtown San Jose this weekend to celebrate the 2026 Silicon Valley PRIDE Festival and Parade, the largest LGBTQ+ celebration in the South Bay. The two day event, held August 29–30 at Plaza Park, brought together community organizations, local businesses, performers, families, and allies for a weekend of unity.



Meriwest CU Group Photo

This year's theme, "Flourish & Bloom," honored the growth and spirit of the LGBTQ+ community. Meriwest employees, family members, and partners marched in Sunday's parade along Market Street, celebrating the many identities that shape the LGBTQ+ community. The festival featured live entertainment, drag performances, local artists, advocacy booths, and family friendly activities that welcomed attendees of all ages.

"Meriwest is honored to participate in a celebration that reflects the diversity and resilience of the LGBTQ+ community," said John Krufal, Vice President of Retail at Meriwest Credit Union. "Silicon Valley PRIDE shows how powerful it is when people come together, and Meriwest will continue supporting the partnerships and community efforts that make the South Bay a place where everyone feels welcome."

The celebration marks Meriwest's ongoing commitment to supporting inclusive spaces and community partnerships across the Bay Area. Through its annual participation in Silicon Valley PRIDE and ongoing community work, Meriwest continues to support spaces where people feel welcome and connected.

"Being part of PRIDE is a reminder of how powerful community can be," said Executive Director

Helen Grays Jones, Meriwest Community Foundation. "The energy throughout the weekend reflects what makes the South Bay so special, a place where people show up for one another and create space for everyone to feel included."

As Silicon Valley PRIDE marks more than fifty years of progress, Meriwest remains committed to showing up for the LGBTQ+ community and supporting the work that strengthens our region.

Meriwest Credit Union

Founded in San Jose, California in 1961, Meriwest Credit Union, (\$2.1B in assets as of 3/31/2026) is one of Silicon Valley's most established financial institutions. Dedicated to delivering advice-based, personal, convenient, and innovative financial services to over 80,000 families and businesses throughout the San Francisco Bay Area and Pima County, Arizona, Meriwest offers a wide array of personal banking, business services, and wealth advisory services. Meriwest has been voted one of the 'Best Credit Unions in Silicon Valley' in the Mercury News' Annual 'Readers' Choice Awards' and a "Best Place to Work" by the Silicon Valley Business Journal 2020 through 2026. More information can be found at www.meriwest.com.

Silicon Valley PRIDE

Silicon Valley PRIDE is the South Bay's largest LGBTQ+ celebration, hosting an annual festival and parade in Downtown San Jose. Since 1975, the organization has created spaces that bring people together, honor LGBTQ+ history, and support community connection throughout the region. More information can be found at www.svpride.com.

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