



Celebrating 15 Years of Oakland Pride




Oakland Pride Announces 2025 Theme: "In Unity, We Thrive"

A Message from George J. Smith III, President, Oakland Pride Board of Directors
Oakland, CA — As we prepare to come together once again on **Sunday, September 7, 2025**, I'm honored to share this year's Oakland Pride theme: **"In Unity, We Thrive."**

With everything happening in the world, this theme couldn't be more timely. Now more than ever, we must unite. We must come together as a community—to stand up, speak out, and show up—for equality, for justice, and for one another.

June may be nationally recognized as Pride Month, but here in Oakland—and across the Bay Area—we celebrate Pride every day. In a country where our basic human rights are still being debated and challenged, we are proud to live in a region that has long stood strong, fought hard, and led the way in the movement for LGBTQ+ equality.

Pride isn't just a party. It's a powerful tradition rooted in resistance, visibility, and love. And when we move together, we create real change. When we support each other, we thrive. This year, we're calling on our community to get involved:

-  **Donate** to Oakland Pride to help us keep this event safe, inclusive, and accessible for all.
-  **Employers** stand in solidarity by supporting your LGBTQ+ staff and showing up as a sponsor or community partner.
-  **Local businesses and community groups**, we see you. Whether you're feeding our incredible volunteers, donating services, or sponsoring our VIP areas—your support helps keep the heart of Oakland Pride beating strong.

To every person who needs to hear this:

You are not alone.
We see you.
We hear you.
And we'll stand with you.



Contact us



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oaklandpride.org



With Pride,
George J. Smith III
President, Oakland Pride Board of Directors



Mark your calendars:



Advanced ticket sales are now open.



Vendor, exhibitor, and parade registrations go **live mid-June**.

Follow us on social media and visit oaklandpride.org for the latest updates. This is our 15th anniversary—our crystal year—and we're just getting started. Let's show the world what real unity looks like.