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**Gesa Credit Union Secures Naming Rights for
Spokane's Iconic Pavilion at Riverfront Park**

*The naming rights partnership reinforces Gesa's commitment to
Spokane's community and culture, and expands free and low-cost
programming*

SPOKANE, WASH. (March 13, 2025) – [Gesa](#), a community-focused credit union, today announced it has secured exclusive naming rights for the Spokane Pavilion at Riverfront Park. Now known as the Gesa Credit Union Pavilion, the 5,100-seat venue stands as a central hub for family-friendly events, entertainment and cultural activities. The 10-year partnership is Gesa's first sponsorship of an iconic community landmark in Spokane and reflects the credit union's commitment to supporting the city's vibrant community.

"Inviting a quality partner like Gesa Credit Union to adopt the Pavilion for its care and programming assures our community that the US Pavilion will continue to be well looked after for future events in a way that's affordable for the community," said Jennifer Ogden, Park Board President. "This is what responsible government does - it brings to the table all those who value their city and want to sustain our meaningful places for future generations to enjoy."

The Gesa Credit Union Pavilion is a one-of-a-kind outdoor venue that hosts some of the biggest community events in Spokane including the Summer Concert Series, Hoopfest, Pig Out in the Park, Holiday Trail of Lights, and more. As part of the partnership, Gesa Credit Union card holders will be able to receive discounted tickets to these events throughout the year.

Naming rights funds allow Riverfront Park to continue delivering free educational, entertaining and cultural programs, while also caring for 64 acres of open park space enjoyed by over 1 million visitors annually.

"We're honored to partner with the Spokane Pavilion and see it become the Gesa Credit Union Pavilion, as it represents more than just a name change – it's a reflection of our commitment to Spokane and its people," said Brandon Allison, AVP of Community Impact at Gesa Credit

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Union. "This partnership allows us to invest in a space that truly embodies the heart of the community. By putting our name on this iconic venue, we're thrilled to grow our roots in Spokane, enriching the lives of those we serve and creating one-of-a-kind events for the community."

Gesa's commitment to Spokane runs deep and extends well beyond this new partnership. With four branches serving the community and a fifth location on the way, Gesa plays an active role in serving as a trusted financial partner for its members and neighbors alike. The credit union proudly supports local education through its [High School Credit Union Program](#) at Spokane Valley Tech High School, and soon at Ridgeline High School, providing local students with hands-on financial experience. Gesa also invests in community events and efforts, sponsoring beloved gatherings such as Pig Out in the Park and the Gesa Credit Union Elite Center Court at Hoopfest. When wildfires devastated the region in 2023, Gesa stepped in to provide relief and aid to those in need. These ongoing efforts reflect Gesa's dedication to the community and helping Spokane continue to thrive.

For more information about Gesa Credit Union and its involvement in the community, visit <https://www.gesa.com/gesa-in-the-community/>.

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Gesa Credit Union is one of Washington's largest credit unions, with over \$5.5 billion in assets, and is nearly 290,000 members strong. Gesa is a full-service financial institution that offers a complete array of consumer, mortgage, and business products and services. Headquartered in Richland, Washington, Gesa operates 32 branches, loan centers, full-service student-operated campus branches at Washington State University, and 14 student-operated high school branches across Washington state. The Gesa Community Foundation, established in 2022, further supports Gesa's ongoing commitment to local communities and charitable giving, which includes support for schools, Local Heroes groups, and community organizations through its Affinity Debit Card Program, as well as through its annual youth scholarships, and free financial and educational resources available to members and the general public. For more information, visit gesa.com.

The **Gesa Credit Union Pavilion** in Riverfront Spokane is the central gathering place for the region. Originally built as the U.S. Federal Pavilion for Expo '74, the Pavilion was a gift to Spokane from the United States government. In 2019, the Pavilion underwent renovations to become a flexible use event space able to host everything from the Hoopfest Center Court game and the Bloomsday Award Ceremony to a summer concert series and an outdoor giant screen film festival.

City of Spokane Parks and Recreation stewards nearly 120 properties across 4,000 acres of park land, including manicured parks, natural lands, aquatic centers, golf courses, sports complexes, and an arboretum. We also offer hundreds of recreation opportunities for all ages and abilities to improve the health and quality of life for our community. Enjoy all your city has to offer by visiting spokaneparks.org. Follow us @SpokaneParks on [Facebook](#), [Instagram](#), and [X/Twitter](#).