

## THE RAINBOW

This natural phenomena, THE RAINBOW has been chosen to be the icon for San Jose - Silicon Valley

Rainbows are part of our human history, mythology and culture:

- A sign of God to never destroy life on earth – Noah book of Genesis.
- Nordics thought of the rainbow as a bridge that connects the world of men and the realm of the gods.
- Ancient Greeks thought there was a connection between the colors of the rainbow, musical notes and the solar system.
- For the Irish the secret place for the pot of gold at the end of the rainbow or somewhere over the rainbow dreams come true.
- As well, for Native Americans in the region rainbows have an important meaning and cultural significance relating to identity. (Navajo, Hopi, Paiute, Zuni and Ute tribes)
- Rainbows are a symbol of cooperative movements, peace, gay pride, social movements and alliances.

To date all societies are inspired by the magical presence of a Rainbow. The Rainbow celebrates life, bringing joy and pride.