



## MEDIA INFORMATION – The Send Finland 2025

### 1. Event details

- **Name:** The Send Finland
- **Dates:**  
The Send 7 June, Helsinki Ice Hall  
The Send Week 2 to 6 June, in different locations in Helsinki (see below)
- **Time:** 12.00 to 22.00
- **Expected number of participants:** 4000-6000
- **Target audience:** youth and young adults, but all are welcome; the event is ecumenical
- **Organizers:** YWAM Finland together with the Pentecostal World Conference Go & Make!
- **Website:** [thesend.fi](https://thesend.fi)
- **Contact person for media:**
  - Press contact Maarit Eronen, +358 50 447 0860, [Maarit.er@gmail.com](mailto:Maarit.er@gmail.com)
  - Director of The Send Finland Henri Hermunen, +358 44 314 0002, [henri@thesend.fi](mailto:henri@thesend.fi)

### 2. For media

- **Video** <https://drive.google.com/file/d/16JHnIWoj7vu3tuKeSSmQ2KhTTjTw3-Me/view?usp=drivesdk>
- **Social media channels**
  - Instagram: @thesendfinland, <https://www.instagram.com/thesendfinland>
  - Facebook: The Send Finland, <https://www.facebook.com/people/The-Send-Finland/61552910824507/>
  - tiktok: <https://www.tiktok.com/@thesendfinland>
  - youtube: <https://youtube.com/@thesendfinland>
- **Accreditation** <https://form.eventos.fi/69afa3bd0a93cf26>
- **Press conference** on 4 June at 11 am at Helsinki Ice Hall together with the Go & Make! Conference. Please register at: [https://forms.office.com/pages/responsepage.aspx?id=BZJlbNUeq0qDg4i\\_WJNHQ3fIN7ioZohOilP-16y9gzRUNzdVVzBaNU02SFICN0hLQUtPRUwwTDJSSi4u&route=shorturl](https://forms.office.com/pages/responsepage.aspx?id=BZJlbNUeq0qDg4i_WJNHQ3fIN7ioZohOilP-16y9gzRUNzdVVzBaNU02SFICN0hLQUtPRUwwTDJSSi4u&route=shorturl)

### 3. The purpose and vision of the event

- The Send is an international Christian youth event and movement, the aim of which is to inspire young people to live missionally – in everyday life, at schools, at work, and among the poorest and unreached in the world.
- The key message of the event is: turn to Jesus with all your heart and follow him with all your life.

#### 4. The program

- 11 am The doors open
- 12-15 The program
- 15-16 Lunch break
- 16-22 The program
- The event has three “scenes”, with the following themes
  - I. Personal spiritual awakening
  - II. A call to live as witness of Jesus
  - III. Fullness and power of the Holy Spirit

#### 5. The speakers and artists of the event (\* also speak at the Go & Make Conference)

The speakers and artists of the event are men and women of different ages from Finland and abroad known personally by the organizers. Some of them are young Finns serving their own generation. In addition, the program includes young people's testimonies about what God is doing in Finland today.

- All speeches are interpreted on the stage into Finnish or English. Sign language is also available.

#### Speakers:

- **Andy Byrd\*** works in the United States in the leadership team of YWAM Kona. His call is to inspire, invite and lead young people to fulfill Jesus' Great Commission.
- **Francis Chan** is an American, internationally known Bible teacher and author. The focus of his teaching is on God's greatness and love and wholehearted commitment to Jesus.
- **Teo Hayashi\*** is a Brazilian founder of the Dunamis movement and the lead-pastor in Monte Siao Church in Sao Paulo. His dream is to see university students being saved and trained to fulfill Jesus' Great Commission.
- **Peter Louis** is the founder of Braveheart Ministries and pastor in the UPPERROOM church. He aims to strengthen the faith of Christians and the global church in the strength and depth of the gospel.
- **Rick Warren\*** is a pastor, missions advocate and author. He is known by the bestseller books *The Purpose Driven Church* and *The Purpose Driven Life*, which have also been published in Finnish. In 2004 and 2006 Time and Newsweek nominated him as one of the most influential leaders both in the US and globally. Today he works as the leader of the Finishing the Task missions network.
- **Luke Greenwood** serves as the European Director for Steiger, and is dedicated to reaching the Global Youth Culture for Jesus.
- **Andreas Nordli** leads YWAM Norway and is part of the international Send board. He led The Send Oslo in 2022.
- **Joona Salo\*** is the youth pastor and assistant director of Tampere Pentecostal Church. He dreams of a Holy Spirit empowered church where every newcomer finds his or her place and grows as a full hearted Jesus' follower.
- **Henri Hermunen\*** is the director of YWAM Finland and works as pastor in the Syke Church in Tampere. He leads The Send movement and mobilizes the new generation to fulfill the Great Commandment.
- **Päivikki Pitkänen** leads Go Out outreach in Tampere Pentecostal Church and gives evangelism training in the national Go Out ministry.

- **Sanna Stolberg** leads the Carry the Love tour in cooperation with the Circuit Riders movement.
- **Teresa Niikko** leads a Send tour team, which has toured round Finland since August 2024.

#### **Worship leaders:**

- Alttari publishes new Finnish worship music and trains musicians, dancers, intercessors and worship leaders to serve the church at large.
  - Find out about their music here: <https://open.spotify.com/playlist/37i9dQZF1DZ06evO07uukS>
- Circuit Rider Music is a worship collective whose mission-focused music ignites passionate worship and courageous faith. Circuit Riders is a ministry targeting universities and upper secondary schools as a part of the international YWAM movement.
  - Find out about their music here: <https://open.spotify.com/playlist/37i9dQZF1DZ06evO27N90T>
- UPPERROOM is a church and prayer center in Dallas in the United States. They lead people into thanksgiving and deep worship of God.
  - Find out about their music here: <https://open.spotify.com/playlist/37i9dQZF1DZ06evO0wU8zC>

## **6. Background and history**

- The Send was organized as a single event in the United States in 2019. It gave birth to the Send movement, which by now has spread to ten countries: Armenia, Brazil, Finland, the Netherlands, New Zealand, Norway, the Philippines, South Africa, the United Kingdom, the United States
- In Brazil The Send 2020 filled three stadiums (150 000 participants) simultaneously.
- In Norway The Send 2022 was the biggest youth event in the country in 40 years (9300 participants).
- In Finland the event is now arranged for the first time.
- Background material: <https://www.seurakuntalainen.fi/uutiset/andy-byrd-send-tapahtumassa-eurooppa-on-selvasti-heraamassa-hengellisesti/>

## **7. Why The Send now?**

- New spiritual awakening among young people is happening in Finland and in different parts of Europe.
- Young people are seeking purpose and connection, and are interested in Jesus Christ.
- The Send encourages participants to respond to this need.

## **8. Main organizers and finances**

- In Finland The Send is organized by YWAM Finland in cooperation with the Pentecostal World Conference Go & Make!. It is entirely organized by the Finns.
- The event is financially independent, in other words Finnish organizers are responsible for the finances of the event, and no money is transferred abroad. The Send finances use a dedicated account in the financial management of the Pentecostal Church.

#### **The Send team:**

- Director: Henri Hermunen
- Outcomes and partnerships: Juha Lehtonen
- Mobilization: Sanna Stolberg

- Media and marketing: Linnea Klinga
- Send Week outreach: Miika Sinervo
- Event production: Jetro Klinga, Minna Koivukoski
- Worship: Rodrigo de Campos
- Intercession: Tata Hermunen

#### **The Finnish leadership team:**

- Juha Lehtonen, Chair (Fida)
- Henri Hermunen (The Send Finland)
- Tommi Koivunen (The Evangelical Free Church of Finland)
- Janne Lahti (The Pentecostal Church of Finland)
- Mika Jantunen (Ministers' Network, Family Church)

#### **The international board of the Send:**

- Andy Byrd (YWAM Kona)
- Francis Chan (Crazy Love Ministries)
- SunAwh Park (YWAM Kona)
- Teo Hayashi (Dunamis Movement)
- Andreas Nordli (Ungom I Oppdrag)
- The original coalition, which was formed around the event in 2019 has not participated, except Byrd and Hayashi, in the organization or decision-making of The Send after the year 2019. This coalition consisted of Andy Byrd (Youth With A Mission), Brian Brennt (Circuit Riders), Daniel Kolenda (Christ For All Nations), Michael Koulianos (Jesus Image), Teo Hayashi (Dunamis Movement), Todd White (Lifestyle Christianity) and Lou Engle (The Call).

#### **9. Partners:**

“Outcomes” have been created together with the local partners of The Send to provide practical steps for fulfilling the Great Commission.

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| • Alfa Finland                                 | • OM                                   |
| • Altar worship school                         | • IFES Finland                         |
| • DCPI (Dynamic Church Planting International) | • Scripture Union                      |
| • Fida   | • Steiger                              |
| • GO OUT                                       | • Theological Seminary of Finland      |
| • Christ Day                                   | • SVK Missio (Evangelical Free Church) |
| • IK-opisto Bible college                      | • Soul on Fire School                  |
| • Jesus Clubs                                  | • Vamos missionary training            |
| • Kairos courses                               | • XEE                                  |
| • Sower International                          | • YWAM                                 |
| • Church Planting Academy                      |  |

## **The Send Week Street Outreach**

- **Name:** The Send Week
- **Dates:** 2 to 6 June, in different parts of Helsinki (see below)
- **Expected number of participants:** 250-500

- **Website:** [thesend.fi](http://thesend.fi)

- **Contact person:**

Directors of outreach Miika Sinervo, +358 40 5787715, [miika.sinervo@steiger.org](mailto:miika.sinervo@steiger.org)

Director of The Send Finland Henri Hermunen, +358 44 314 0002, [henri@thesend.fi](mailto:henri@thesend.fi)

## Programme

- Street evangelism daily from Monday to Friday 2 to 6 June
  - Elielin aukio (Eliel square), Kolmen sepän patsas (The Three Smiths Statue), Espan puisto (the Esplanade)
  - In the afternoons 14:00 to 17:00
  - In the evenings: 21:00 to 23:00
  - On Friday 6 June, a procession of the participants of The Send Week from Albertinkatu 31 (Albert Street) to Rautatientori (Railway Square) at 20:00
- Neighbourhood campaigns organized by local churches:
  - Eastern Helsinki: Vuosaari, Marjaniemi and Itäkeskus
  - West: Maunula, Pohjois-Haaga, Kannelmäki station, Pähkinärinne, Sörnäinen
  - Ala-Malmin tori, Kontula, Piri-tori (Levähdyspaikka, Resting Place)
- Partners: 14 churches, 6 organizations

## Events

- Jesus Tour – Rautatientori (Railway Square), Wednesday to Friday, 4 to 6 June
  - Stage events daily at 19:00 to 21:00
  - Performing artists and short evangelistic talks

## Organizers of The Send Week

- The Send Finland in cooperation with 20 local churches and organizations