



PRESS RELEASE

For immediate release

The Send Event at Helsinki Ice Hall on June 7, 2025

A major missions-themed youth gathering: The youth struggle with anxiety – but many are also exploring faith in Jesus.

Helsinki, June 2, 2025 — Youth mental health challenges are on the rise across Europe – yet at the same time, there is an unexpected openness to Jesus and the message of Christianity. Several international studies show that in many countries Generation Z (born 1997–2012) is more religious than previous generations.

In Norway, *Vårt Land* magazine and the public broadcaster *NRK*, and in Sweden, the public broadcaster *SVT*, have reported on growing interest in Christianity among young people. In Belgium, Generation Z has 29% more Christians than the boomer generation, and in Sweden, the difference is 24%. In the UK, church attendance has increased by 50% in six years, and Bible sales have risen by 87% – a phenomenon being called a "quiet revival."

In Norway, The Send movement has played a significant role in this shift. The 2022 event in Oslo gathered 9,300 participants and since the 1970s was the country's largest youth event. Since then, *NRK* has reported significant growth in Christian youth ministry, and several mission organizations are seeing more people eager to go than they have the resources to send.

The Send Finland – June 7, 2025

The Send Finland event, to be held at Helsinki Ice Hall, is expected to draw 5,000 participants. It is a ten-hour youth gathering where music, speakers, and prayer encourage young people to meet the challenges of our time – both in Finland and globally.

The event is not about building a new church but calls young people to live out their faith in everyday life – responsibly and with compassion.

"There is a spiritual awakening happening among Finnish youth. Young people are searching for meaning and direction. We believe that Jesus can meet that need," says Henri Hermunen, Director of The Send Finland.

More than just one day

In the week (June 2–6) leading up to the main event, hundreds of young people will hit the streets of Helsinki to share what their faith in God means to them. So far, 224 The Send pre-events in 90 locations have reached 18,650 people. Over 900 have reported making a decision of faith, and nearly 100 have said they experienced healing through prayer.

The Send is part of the Pentecostal World Conference *Go & Make!*.

For media representatives, we offer:

- Press conference June 4 at 11:00 at Helsinki Ice Hall – register at pwc2025.fi/media
- Media accreditation: pwc2025.fi/media
- Press lounge at suite B1 and full access to the event
- Opportunities for interviews and background discussions

For more information and interview requests:

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