

Tony Ramsek's Blog (aka Newsletter)
Gospel Equip at <http://gospelequip.org/blog>

Three Outreaches, One Savior: Jesus Proclaimed from a Paul McCartney Concert to Cincinnati's Christmas Crowds (November 29, 2025)

When the apostle Paul wrote, *"Woe to me if I do not preach the gospel!"* he was expressing the holy urgency that still pulses in the hearts of God's people today. And what a joy it has been to put that urgency into action! Over the past few weeks, Gospel Equip has been on the streets, in the crowds, and right in the middle of some of the most unexpected environments—joyfully proclaiming the good news of Jesus Christ.

From the roaring energy of a Paul McCartney concert, to cheerful Christmas festivities at the Levee, to the buzzing holiday celebration in downtown Cincinnati, one truth remained unshaken: **Jesus is worthy to be proclaimed everywhere, to everyone.**



<https://youtu.be/1BEbsDIYsE0>

1. Beatles Fans Meet the Gospel: 10,000 “Million-Dollar Bills” at a Paul McCartney Concert

Imagine tens of thousands of excited concert-goers pouring into an arena, singing classic tunes, and buzzing with anticipation. In the middle of all that energy stood our team of 20 Christians — armed not with guitars or amplifiers, but with **over 10,000 Beatles-themed million-dollar-bill gospel tracts**.

People *loved* them.

Hands reached out. Smiles spread. Conversations opened. Even those who initially brushed past us often turned back out of curiosity, drawn by the familiar Beatles theme. But what thrilled us most wasn't the clever design—it was the message on the back: a clear, compassionate explanation of sin, judgment, the cross, repentance, and faith in Jesus Christ.

Some paused right there to talk. Others tucked them into pockets. Many read them as they walked.

In a crowd singing, “*All you need is love,*” we were able, by God's grace, to point them to the One who *is* love and who proved it at Calvary.

2. Christmas Hope at “Light Up the Levee”

A few weeks later, the environment changed—but the mission didn't.

At **Light Up the Levee**, families gathered to celebrate the start of the Christmas season. As children ran from booth to booth and Christmas lights shimmered over the Ohio River, we were ready with two powerful tools:

- [Christmas Bible Scrolls](https://tomorrowforefathers.com/product/christmas-account-from-the-bible-100-pk-nasb/)
(<https://tomorrowforefathers.com/product/christmas-account-from-the-bible-100-pk-nasb/>)

Beautifully designed. Scripture-saturated. A complete account of the birth of Jesus straight from the Word of God.

- [Christmas Million-Dollar Bills](https://livingwaters.com/store/gospel-tracts/christmas-million-dollar-bill/)
(<https://livingwaters.com/store/gospel-tracts/christmas-million-dollar-bill/>)

Fun, eye-catching, and perfect for starting conversations about the true meaning of Christmas.

We handed out **hundreds**.

“It's God's Word!” one woman said, holding the scroll to her chest.

Another man, after receiving a Christmas million-dollar bill, said, “I needed this reminder tonight.”

Again and again, Christ opened doors—and hearts. Some stayed to talk. Some asked for prayer. In a season often overtaken by materialism, God allowed us to gently and joyfully redirect people to the miracle of the incarnation:

God became flesh.

God dwelt among us.

God came to save sinners.



See also:

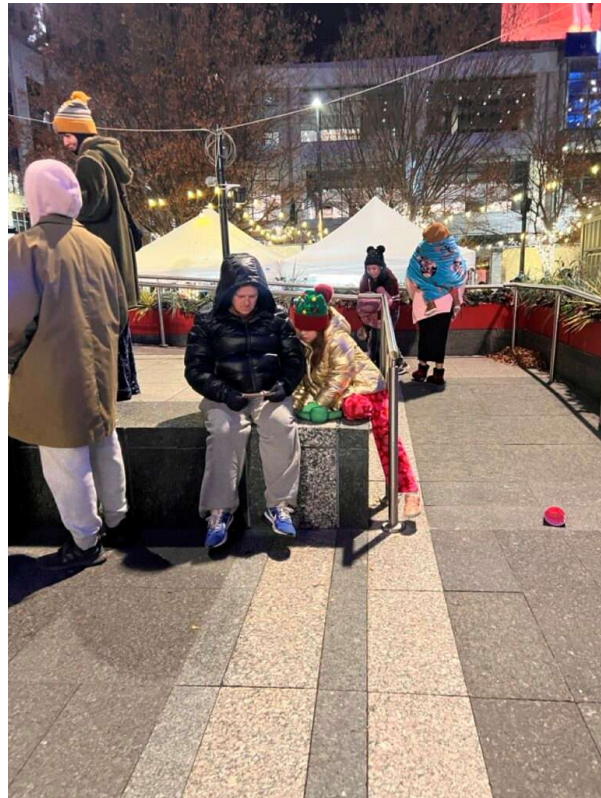
<https://www.youtube.com/shorts/Gr3Si0vsjXA?feature=share>

3. Conversations That Count at “Light Up the Square” in Cincinnati

Our final outreach took us to the heart of downtown Cincinnati during the bustling **Light Up the Square** celebration. The air was buzzing—ice skating, music, food vendors, and thousands of people ushering in the Christmas season.

And right in the middle of it all, God gave us an open mission field. We shared the gospel with **hundreds**—one tracts at a time.

A young man listened quietly as we explained why Jesus came into the world. We gave out hundreds of gospel tracts and every single one mattered. Because every single soul matters to Christ.



Why We Go

We go because Christmas isn't ultimately about lights, trees, concerts, or festivities.

It's about a **Savior**—the eternal Son of God—who entered our world on a rescue mission.

Born of a virgin.

Laid in a manger.

Pierced for our transgressions.

Raised in power.

Reigning forever.

This is the message we carried into crowds, concerts, walkways, and winter festivals:

Jesus saves sinners—and He still transforms lives today.

Thank you for praying, giving, encouraging, and standing with us as we labor to fulfill the Great Commission. Every tract handed out, every gospel conversation, and every seed planted is fruit credited to your account in Christ.

More outreaches are coming. More people need to hear. And by God's grace, we will go.

Soli Deo Gloria.

If the Lord leads you to support this ministry, feel free to give [here](#).

<https://gospelequip.org/donate/>