



Infinity Concepts Acquires InChrist Communications Expands Strategic Public Relations Platform

PITTSBURGH (January 5, 2026) — **Infinity Concepts**, a nationally recognized leader in faith-based brand strategy and integrated communications, today announced the acquisition of **InChrist Communications**, a respected public relations agency known for its strategic counsel, crisis communications expertise, and long-standing client relationships.

The acquisition strengthens the public relations platform of Infinity Concepts and advances the long-term growth strategy of its parent company, **Infinity Concepts Group (ICG)**, to deliver fully integrated brand, communications, and growth solutions for ministries, nonprofits, and purpose-driven organizations nationwide.

“This acquisition represents a significant step forward in our growth strategy,” said **Mark Dreistadt, CEO of Infinity Concepts Group**. “InChrist Communications brings deep expertise, credibility, and a proven track record that aligns seamlessly with our mission and our clients’ evolving needs. Together, we are positioned to deliver greater strategic clarity, stronger influence, and measurable results.”

Founded on a shared commitment to faith, integrity, and excellence, the acquisition unites two organizations with complementary strengths and a common philosophy: communications must be purposeful, disciplined, and outcome driven.

M. Toni Buckley, Ed.D., Chief Public Relations Officer at Infinity Concepts, noted that the acquisition reflects the agency’s disciplined, forward-looking approach to communications growth. “We do not replicate campaigns — we originate them,” Buckley said. “Every strategy begins with our clients’ objectives and ends with a story only they can tell. Strong public relations also anticipates what is next and plans for the future. We help organizations expand influence, strengthen trust, and pursue growth with intention—and this acquisition advances that commitment.”

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As part of the acquisition, **Palmer Holt**, former CEO of InChrist Communications, will join Infinity Concepts as **Vice President of Public Relations**. Holt brings decades of experience in reputation management, crisis communications, and earned media strategy, along with a legacy of trusted partnerships across the faith-based and nonprofit sectors.

“Joining Infinity Concepts represents an extraordinary opportunity to combine strengths,” said Holt. “Our teams share a commitment to thoughtful, faith-rooted communication that serves organizations with both conviction and excellence.”

The acquisition further enhances Infinity Concepts’ ability to offer clients a seamless, integrated approach across brand strategy, public relations, fundraising, creative, digital, and media. InChrist Communications’ established network of senior-level professionals will remain in place, preserving the flexibility and depth of expertise that has defined its service model.

About Infinity Concepts

Infinity Concepts is a leading Christian brand communications agency and a wholly owned subsidiary of Infinity Concepts Group, serving clients across the globe with a broad scope of services including branding, strategy, fundraising counsel, public relations, and media services. For more than 20 years, Infinity Concepts has been a trusted partner to ministries, nonprofits, and purpose-driven organizations, helping them clarify their brand, amplify their message, and connect deeply with faith-based audiences.

As an **award-winning, full-service brand communications agency**, Infinity Concepts integrates strategic thinking with creative excellence across six core disciplines: **brand strategy, public relations, fundraising, creative, digital and media**. With a deep understanding of Christian consumers, strong relationships with Israel and Israeli organizations and a commitment to results, Infinity Concepts delivers custom solutions that inspire action and drive long-term growth.

Infinity Concepts also has two sister companies that offer clients a competitive advantage:

- **Inspire Media Group** – A leading faith-based media platform that connects advertisers with tens of thousands of Christian audiences through digital content and advertising solutions. Inspire Media delivers insightful Christian resources while motivating readers to meaningful engagement.
- **IDEX Pro** – A cutting-edge online identification and tracking solution that enables clients to **instantly recognize website visitors** and **access up to 37 verified data points per user**, including name, email, and more. With access to more than **210 million Christians**, the largest consumer segment in America, IDEX Pro empowers brands to deliver personalized, timely experiences that convert.

Together, these tools and talents position **Infinity Concepts** as a **uniquely equipped** brand communications agency with **unmatched reach** into the Christian marketplace.

To learn more, visit www.infinityconcepts.com.