



AFRICAN ANCESTRY

TRACE YOUR DNA. FIND YOUR ROOTS.

A TRIBE CALLED IDENTITY – FIND YOUR WAKANDA

AfricanAncestry.com Educates on African Tribes as Part of its 15th Year Celebration in 2018

WASHINGTON, DC (Feb. 1) – African Ancestry, Inc (AfricanAncestry.com), the pioneers of genetics ancestry tracing for people of African descent, commemorates its 15th year by bringing focus on the importance of African ethnic groups, commonly referred to as Tribes. Along with helping people find out where they’re from in Africa, AfricanAncestry.com is the only DNA service that also pinpoints Tribes as a part of its results package.

“Finding out what tribe you’re from is finding out what language your ancestors spoke or what foods they ate,” said AfricanAncestry.com President and Co-founder Gina Paige. “Ethnic groups are extremely important to knowing who we are because they are the social factors that dictate culture.”

TOP FIVE TRIBES OF AFRICAN AMERICANS

In America, our tribes are found in being from the ‘Southside’ or our southern accents or coastal cuisines, for example. AfricanAncestry.com is making it easy to connect the African American way of life with those of African Tribes such as the Hausa, Mandinka and Ibo peoples. Of the thousands of families that have discovered their roots with AfricanAncestry.com, these are the top five Tribes of African Americans:

1. **Fulani:** Spread throughout West Africa and bound by Fula language; largest pastoral community in the world.
2. **Mende:** One of the two largest tribes in Sierra Leone; large Christian population.
3. **Balanta:** Largest ethnic group of Guinea-Bissau; Fishermen, Herders and Cultivators.
4. **Yoruba:** Mainly found in Nigeria; speak many languages including English.
5. **Tikar:** Sole ethnic group of Cameroon; noted mask-makers.

FIND YOUR TRIBE

Kicking off with the “*Find Your Tribe*” campaign during Black History Month and this milestone year, AfricanAncestry.com will educate and engage consumers through advertising, social media campaigns, Tribal anecdotes and profiles of Africans, African Americans and celebrities and promotional discounts.

“T’Challa has a connection to his ancestors that I long for,” said Chad Boseman. “I took a DNA test with African Ancestry and it doesn’t just tell the country -- which still has European borders -- If you know you’re Yoruba from Nigeria, now you can pinpoint specific customs and rituals that are a part of your past.”

To find your Tribe (and your African country of origin) using a special Black History Month discount, visit www.AfricanAncestry.com starting Feb. 1. Media can contact Greer Johnson at gajohnson@taylorcommunicationsgroup.com.

ABOUT AFRICAN ANCESTRY

Founded in 2003, African Ancestry Inc. (AfricanAncestry.com) pioneered African lineage matching in the United States utilizing its proprietary DNA-database to more accurately assess present-day countries of origin for people of African descent. African Ancestry’s products include the MatriClan™ and PatriClan™ ancestry tests and customized memorabilia and informative resources. African Ancestry is Black-owned and headquartered in Washington, DC. For general media inquiries, contact taylor@taylorcommunicationsgroup.com.