



MEDIA ADVISORY

AFRICAN ANCESTRY, INC. UNVEILS AFRICAN ROOTS OF AREA EDUCATORS DURING HISTORIC “REVEAL” CEREMONY TO INSPIRE DNA-LITERACY IN ATLANTA CLASSROOMS

In Partnership with National Black Arts Festival, African Ancestry Returns to Extend its Commitment to Ancestry Tracing for people of African Descent through Education

African Ancestry, the pioneers of DNA-based ancestry tracing for people of African descent in the U.S., sparked a trend during the National Black Arts Festivals (NBAF) that has left thousands of Atlantans “in the know” about their roots and many more enlightened on the friendly aspects of DNA testing.

This year, the industry trailblazers hones its focus on educating the educators; uniting kinships of local test takers; driving aid to Africa with Africare, Inc.; and continuing the dialogue on ancestry tracing through interactive, ancestry-tracing workshops as part of its partnership with the National Black Arts Festival.

“Atlanta is one of our more progressive cities in terms of the passion and excitement for tracing roots through science-based research and technology,” said Gina Paige. “Through our partnership with the National Black Arts Festival and its DNA Institute, we’re excited to evolve the dialogue about ancestry tracing from the family room to the classroom.”

Revealing Educators Closing Ceremony with African Ancestry, July 25th, Noon to 3 p.m., Hammonds House

Yes, teachers take tests too! In a continued effort to de-mystify the science involved through DNA-based lineage tracing, African Ancestry worked through the DNA Institute to inform the education community on ancestry tracing through science. As part of the effort, several area teachers were tested earlier this year and their results will be unveiled in an historic Reveal Ceremony at Hammonds House on July 25 from Noon to 3 p.m. This is part of African Ancestry’s partnership with NBAF’s Summer Institute program and underscores its commitment to deliver tools for educators to make science more personable, relatable and fun in the classroom. The event is not open to public, but media may attend with proper credentialing from taylor@taylorcommunicationsgroup.com.

“Calling All Cousins” African Ancestry Family Reunion, July 26th, Georgia World Congress Center

Thousands of Georgians have already uncovered their roots in Africa with African Ancestry. In a special celebration, African Ancestry is hosting a day of mini reunions that will unite people who share ancestries from various regions in Africa. From Ghana and Senegal to Nigeria and Angola, “Cousins” are invited to participate in activities that pay homage to their homelands.

Africare, Inc., the nation’s leader in aid to Africa, will be partnered with African Ancestry on-site to help drive support and resources to more than 36 countries in Africa. Knowing where your roots are is the first, powerful step. Making the enlightenment “actionable” in everyday life extends the journey and African Ancestry’s “Calling All Cousins” Reunion Day with Africare is the perfect platform to make it fun.

Photo/Video

Opportunities:

- Demonstrations of easy swabbing technique used in the testing process
- Parents, kids, extended family and friends learning about ancestry tracing with DNA
- Moment-in-time impact of ancestry results during Historic Reveal event for educators
- Africare, Inc. and the community joining forces to support aid to Africa
- Interviews/sound bytes with Gina Paige

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About African Ancestry, Inc.

Founded in 2003 on years of research, African Ancestry, Inc. is the ancestry tracing company that pioneered African lineage matching in the United States utilizing its proprietary DNA-database of more than 25,000 African DNA lineages to more accurately assess present-day country of origin for people of African descent. Since its inception, African Ancestry's lineage reveals have impacted the lives of more than 100,000 people in the U.S. from communities at large to global leaders such as **Oprah Winfrey, Tom Joyner, Reverend Jesse Jackson** and all participants in the ground-breaking **PBS special "African American Lives 1 & 2"** with Skip Gates. African Ancestry is African-American-owned and operated and headquartered in Washington, DC. **For press inquiries, contact Taylor Communications Group at info@taylorcommunicationsgroup.com.**

www.africanancestry.com

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