

CONTACT

Nichole Taylor

ntaylor@africanancestry.com

taylor@taylorcommunicationsgroup.com



AFRICAN ANCESTRY, INC. COMPANY BACKGROUNDER

OVERVIEW

Founded in 2003, [African Ancestry Inc.](http://AfricanAncestry.com) (AfricanAncestry.com) pioneered genetics ancestry tracing utilizing its proprietary database to more accurately assess present-day countries of origin and tribes for people of African descent. African Ancestry's Reveals have impacted the lives of more than 200,000 people including consumers, communities and renown notables. African Ancestry is African American-owned and headquartered in Washington, DC.

LEADERSHIP

AfricanAncestry.com was formed by one of the country's few Black geneticists, Dr. Rick Kittles, and serial entrepreneur Dr. Gina Paige. Together they helped to establish a new consumer marketplace for genetics ancestry tracing for people of African descent with the only products that accurately connect people with their African country of origin 500 to 2000 years ago. Paige serves as President and Co-founder of African Ancestry and Dr. Rick Kittles is Co-founder and Scientific Director. In close collaboration with leading historians, anthropologists, linguists and other geneticists, African Ancestry's products, services and research remains the most comprehensive in the industry.

PRODUCTS & SERVICES

AfricanAncestry.com employs the latest science through the largest, most comprehensive database of African DNA ever collected (35,000). Delivering 99 percent accuracy in each sample tested. African Ancestry traces both maternal and paternal lineages, of which results are the same for every family member on the line tested.

- **PatriClan™**: Traces paternal ancestry using the Y chromosome.
- **MatriClan™**: Traces maternal ancestry using Mitochondrial DNA.
- **Specialty**: Keepsake boxes, Certificates of Ancestry, seasonal products and African country-specific memorabilia.

INITIATIVES

While African Ancestry has become known for its high-profile celebrity 'Reveals,' the company has also touched the lives of thousands of Black families across the world. Through its vast network of partners, programs and products, AfricanAncestry.com has traveled the world helping people demystify their African roots, while heightening DNA literacy and replenishing identities. African Ancestry's programs are customized to the unique needs of its partners and include:

- **The Ultimate Selfie ... Using DNA to Drive Excellence and Achievement**: Educational enrichment program for all-level education institutions and youth groups.
- **African Ancestry Church Program**: Faith-based initiative in partnership with Black congregations nationwide.
- **The African Ancestry Experience**: Presentations and Reveals hosted for corporate HR & employee groups, community organizations, conferences, Family Reunions, Trade Fairs, Seminars, etc.
- **The African Ancestry Reveal**: In partnership with events and organizations, AfricanAncestry.com hosts ceremonial Reveals where notables' and community testers' results are unveiled publicly.

PARTNERS (Sampling)

American Airlines Association for the Study of African American Life and History, Atlanta Hartsfield International Airport Booz-Allen Hamilton, Broward County Public Schools, Capital One, DC Public Schools, Florida Memorial University, Leon H. Sullivan Foundation, McDonald's Corporation, National Association of Black Journalists, National Black Arts Festival National Black Arts Festival, National Council for Negro Women, National Newspapers Publisher's Association, Operation HOPE, Rutgers University, The Home Depot, United Healthcare, University of Maryland, Walmart, Wells Fargo

NOTABLES TESTED (Sampling)

Bishop T.D. Jakes, Chadwick Boseman, Henry Louis Gates, Jr., Honorable Andrew Young, Michael Bennett, Oprah Winfrey, Reverend Jesse Jackson, Robin Roberts, Spike Lee, The King Family

AFRICAN ANCESTRY IN THE NEWS (Sampling)

60 Minutes, African American Lives 1 & 2, African Ancestry Radio on SiriusXM, American Urban Radio Networks, Black Enterprise, CNN's Black in America, Ebony Magazine, Finding Your Roots with Henry Louis Gates, Jr., FOX Business News, NBC's Who Do You Think You Are?, New York Times, News One Now with Roland Martin, NPR, PBS, The Breakfast Club, The Huffington Post, The Undeclared.com, USA Today

www.AfricanAncestry.com

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