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**AfricanAncestry.com Deepens Research for
Finding Your Roots with Henry Louis Gates, Jr. Premiering Sept. 23**

PBS' Second Season Kicks-off with Exciting Line-Up of A-List Ancestral Stories

WASHINGTON, DC (September 2014) – As stars such as Ben Affleck and Anderson Cooper journey through the fascinating mysteries of their heritage as part of the second season of *Finding Your Roots With Henry Louis Gates, Jr.*, African American greats including **Nas, Gloria Reuben and Angela Bassett** among others will complement Dr. Gates' ground-breaking research with **AfricanAncestry.com's** DNA tracing to reveal their African countries of origin, ethnic groups and other unknowns. Premiering on PBS on **Tuesdays** from **September 23 – November 25 at 8 p.m. EST, *Finding Your Roots*** is one of many programs to feature **AfricanAncestry.com's** science, including African American Lives 1 and 2 and NBC's Who Do You Think You Are?.

"Shows such as *Finding Your Roots* are a great example of how current day resources coupled with advancements in science and technology come together to complete the puzzles of who we really are," said Gina Paige, co-founder and president of African Ancestry. "And for Black people in particular, the mysteries are further complicated by slavery, so we're always excited to augment the important works of Dr. Gates."

During the 10-part series, Dr. Gates guides guests of all races and ethnicities through nuances tracing back to their countries of origin prior to arriving in America, their ancestors' arrival on American shores and hidden links amongst guests, who are featured three at a time during each episode.

Produced in themed shows such as *In Search of Our Fathers, Born Champions* and *Roots of Freedom*, *Finding Your Roots* features **AfricanAncestry.com** testers throughout including **LL Cool J, Jaime Foxx, Shonda Rhimes** and **Khandi Alexander**. The October 7th episode goes deeper featuring **African Ancestry's** results for **Anna Deavere Smith** during the *Our American Storytellers* themed show. Other guests include Tina Fey, Stephen King and Billie Jean King among the nearly 30 notables featured.

African Ancestry, Inc. pioneered genetics ancestry tracing for people of African descent across the world. For more information on **African Ancestry**, visit www.AfricanAncestry.com and check out [www.Facebook.com/AfricanAncestry](https://www.facebook.com/AfricanAncestry) for our featured guests on *Finding Your Roots* during the life of the series. For more information on *Finding Your Roots*, visit <http://www.pbs.org/wnet/finding-your-roots/>.

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, myDNAmix Admixture tests; and customized memorabilia and informative resources. **African Ancestry** is African-American-owned and headquartered in Washington, DC. For press inquiries, contact taylor@taylorcommunicationsgroup.com and visit us at www.africanancestry.com and [www.Facebook.com/AfricanAncestry](https://www.facebook.com/AfricanAncestry).