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AFRICAN ANCESTRY AND NCNW CONNECT DC ROOTS WITH GLOBAL ROOTS AS PART OF THE NATIONAL BLACK FAMILY REUNION CELEBRATION

“Donnie Simpson, Keith Garvin Uncover their African Ancestries With Dr. Dorothy I. Height During Historic Reveal in NCNW’s International Pavilion”

WASHINGTON, DC (September) – DC-based African Ancestry, the pioneers of ancestry tracing for people of African descent in the U.S. and the National Council for Negro Women, Inc. (NCNW), partner to connect DC-area families with their African heritage during the National Black Family Reunion Celebration (BFRC) from September 6 – 7. In an historic reveal ceremony, African Ancestry and Dr. Dorothy I. Height, Chair of NCNW, will unveil the African roots of DC’s Donnie Simpson, Keith Garvin and their respective families.

“As we celebrate our 5th year anniversary this year, we reflect on the more than 100,000 families from across the country whose lives have been enhanced dramatically by DNA-based ancestry tracing,” said Gina Paige, co-founder and president of African Ancestry, Inc. “It’s only fitting that we join NCNW and the Black Family Reunion Celebration again to pay tribute to Black families in our own backyard and across the nation,” Paige noted.

Created as the brainchild of NCNW President Emerita Dr. Height more than 20 years ago, BFRC has grown into the nation’s largest event solely purposed to strengthen and celebrate the traditional values of the African American family. Through the generous support of corporate, nonprofit and government organizations and supporters, BFRC is **free of charge** to the entire community. African Ancestry will be featured in the NCNW’s International Pavilion, which will be host to many activities, such as an African-themed fashion show, as well as interactive workshops on global topics such as One Shared World for African American Women, global education and global employment.

Dr. Height, who will be a part of African Ancestry’s Reveal Ceremony, traced her roots to Sierra Leone in 2006.

SATURDAY, SEPTEMBER 6

Global Education & Its Importance: Hosted in the International Pavilion 3, this panel workshop will feature local schools and organizations that are working on projects or programs related to the field of International Development.

One Shared World -- African American Women & Our Global Responsibility: Hosted in NCNW's International Development Center, this workshop will feature one of NCNW's focus on the Joy of Celebrating Culture by using dolls from around the globe to stress the importance of culture and understanding. There will be a special viewing of *Random Acts of Kindness, A Documentary of Giving*, which is an international film produced in South Africa and Senegal by Ms. Juanita "Busy Bee" Britton.

African Fashion Show -- Designs of Africa by Kobos Afrikan Clothiers: Hosted in the International Pavilion 3, this extravaganza features Kobos Afrikan Clothiers – DC's home for traditional and contemporary Afrikan clothing and accessories. Born out of the desire to deliver the highest level of service and quality in clothing, Afrika. Kobos empowers learning of people, cultures and heritage through the use of rich colors, vibrant patterns and dramatic symbolism on cloth.

SUNDAY, SEPTEMBER 7

African Ancestry: Tracing Our Heritage & Family Trees: Hosted in the International Pavilion 3 and starting at 2 p.m., this exciting experience will include a presentation on how African Americans can trace their family lineage back to specific African countries through DNA testing in a simple, painless swabbing process. Following a fascinating presentation describing the analysis process, we will be revealing the genetically-determined heritage of Radio Titan Donnie Simpson and NBC's Keith Garvin.

The Local is Global (Partnerships): Hosted in NCNW's International Development Center, this powerful workshop features local government and various groups working within the local community on global issues and activities.

For more information, directions and locations please go to www.ncnw.org. For details on DNA-based ancestry tracing go to www.africanancestry.com. For press inquiries concerning African Ancestry and BFRC, contact Traci Johnson at traci@taylorcommunicationsgroup.com.

ABOUT AFRICAN ANCESTRY

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** and the **Reverend Jesse Jackson**. African Ancestry has been featured across the globe in outlets such as **CNN's Black in America** series, **60 Minutes** and **Essence Magazine**; and was the centerpiece to 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.**

ABOUT NATIONAL COUNCIL OF NEGRO WOMEN

The National Council of Negro Women, Inc. (NCNW) is a council of national African American women's organizations and community-based sections. Founded in 1935, the NCNW mission is to lead, develop, and advocate for women of African descent as they support their families and communities. NCNW fulfills this purpose through research, advocacy, and national and community-based services and programs on issues of health, education, and economic empowerment in the United States and Africa. With its 39 national affiliates and more than 240 sections, NCNW is a 501(c)3 organization with an outreach to nearly four million women.

ABOUT BLACK FAMILY REUNION CELEBRATION

In response to the negative publicity regarding "the vanishing Black family," Dr. Dorothy I. Height, NCNW Chair, created the Black Family Reunion Celebration as a positive, culturally-based event that would celebrate the traditional values of the African American family. The Black Family Reunion Celebration has come to be recognized as the largest, most significant family event in the nation, attracting more than 500,000 people each year! This two-day cultural event celebrates the enduring strengths of the African American community and serves as a rallying point for government agencies, private and public sector institutions, corporations, community-based organizations and families of all ethnicities to work together on solutions to issues affecting families.

**GINA PAIGE OF AFRICAN ANCESTRY AND DR. HEIGHT ARE AVAILABLE FOR MEDIA INTERVIEWS AT
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WWW.AFRICANANCESTRY.COM