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NEW SURVEY REVEALS SURPRISING WAYS THAT AFRICAN AMERICANS CELEBRATE FAMILY PATRIARCHS

AfricanAncestry.com Helps Families Honor Black Men this Father's Day; Offers Special Paternal Tracing Discounts

WASHINGTON, DC (May 30, 2017) – In a new survey commissioned by AfricanAncestry.com, the pioneers of genetics ancestry tracing for people of African descent, **spending quality time** and **gifts of words** out ranked giving material gifts as expressions of gratitude for Black family patriarchs. The survey, which polled African Americans ages 18 to 65, also revealed that while nearly **72 percent** of respondents strongly agreed that it is important to honor family patriarchs, only **18 percent** said that they celebrate them enough.

In the survey where patriarchs are defined as any male head of the family, **Father's Day ranked lowest** when asked the occasion when you most celebrate fathers. **Nearly 38 percent** said they celebrate them 'Everyday' and **21 percent** said 'Birthdays.' Family reunions and holidays were among the least occasions to celebrate patriarchs.

"Black men, especially fathers, are the cornerstone of our community, yet are more often demonized than supported in this society," said AfricanAncestry.com President and Co-founder Dr. Gina Paige. "We strongly agree that 'everyday' is the best time to celebrate our patriarchs, and we are committed to making it easier to do so."

Celebrating Black Family Patriarchs Survey Highlights

Not surprisingly, gathering during the holidays is high priority when it comes to spending time, but don't expect a vacation or trip. And when it comes to words of affirmation, respondents prefer most to do it in phone calls, but texting and hand-written notes, were also popular.

- **Spending Quality Time: Sixty-six percent** ranked spending quality time as an expression of honor, while **16 percent** ranked it least favorite. A whopping **50 percent** said they spend time most during the holidays and the least favorite way to spend time was on a vacation or trip. Participating in family celebrations and taking loved ones out for special events were also popular expressions of time.
- **Words of Affirmation: More than half** of respondents ranked gifts of words as a popular way to honor their patriarchs. **Seventy-four percent** preferred phone calls the most, while **40 percent** ranked hand-written notes as second favorite and sending texts or posting on social media ranked at **nearly 37 percent**.
- **Material Gifts:** When it comes to material gifts, **68 percent** ranked sharing family history such as photos and ancestry kits. Watches, clothing and special event tickets were the least favorite gifts to share and giving money was pretty popular **29 percent**.

African Ancestry Black Family Patriarch Offer

From June 1 – June 15, AfricanAncestry.com's flagship PatriClan® DNA test kit will be specially priced. Using its proprietary database of more than 30,000 African lineages, the PatriClan determines the present day African country of origin and ethnic group of a branch on the paternal line.

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 African-American-owned and headquartered in Washington, DC. For inquiries, contact taylor@taylorcommunicationsgroup.com.

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