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## AFRICANANCESTRY.COM KICKS OFF 38 DAYS OF DEALS STARTING NOVEMBER 23 TO MAKE IT EASIER FOR AFRICAN AMERICANS TO GET THE RIGHT TEST THIS HOLIDAY SEASON

*Black Everyday Promotions, Get the Right Test Holiday Special, Commemorative Gift Sets, More*

**WASHINGTON, DC (NOVEMBER 21)** -- For African Americans, it's known that some or all their heritage began in Africa. So why waste money on DNA tests that tell you what you already know? AfricanAncestry.com, the pioneers of genetics ancestry tracing for people of African descent, not only reveals WHERE in Africa you're from, but which tribe. From November 23 – December 31, consumers can take part in African Ancestry's longest running Holiday sale event and unwrap ancestral results that don't disappoint.

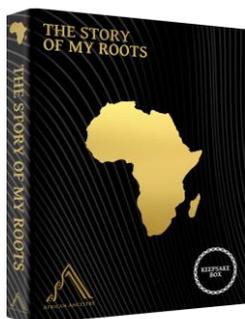
### **BLACK EVERYDAY 7 DAYS OF DEALS – November 23 - 30**

If you're wondering when's the best time to get your ancestry gifts, African Ancestry's **BLACK EVERYDAY 7 DAYS OF DEALS** extends all-week-long from November 23 – 30. People can visit [www.AfricanAncestry.com](http://www.AfricanAncestry.com) and African Ancestry on Facebook, Instagram and Twitter to rack up on daily refreshed deals featuring individual kits, two or more kit promotions, ancestral country of origin merchandise and more.

### **GIVE THE RIGHT TEST HOLIDAY DEAL – December 1 – 31**

AfricanAncestry.com is educating and rewarding those wanting the right test with its **GIVE THE RIGHT TEST** Holiday promotion. From December 1 – 31, the MatriClan™ (maternal line) and PatriClan™ (paternal line) will be available at a specially priced rate. Both tests pinpoint specific African country of origin and tribe. The results package also includes a Certificate of Ancestry, Understanding Your Roots brochure, African Ancestry Guide to African History and Cultures e-book, and proprietary access to the African Ancestry Online Community.

### **LIMITED EDITION HOLIDAY GIFT SET – December 1 - 31**



A special gift deserves a special box. African Ancestry's special Limited Edition Holiday Gift Set includes one test kit of choice and an artisan African Ancestry ornament, all packaged in one keepsake box for storing of results and important family documents. The gift box will be available for pre-order at AfricanAncestry.com beginning November 23.

"We remain committed to delivering optimum value to our community and minimizing frustration and disappointment for those opting for lesser-value ancestry tests," said Dr. Gina Paige, AfricanAncestry.com president and co-founder. "The variety of promotions is unprecedented for us and underscores our mission to provide tools to empower Black people to reclaim their identity and celebrate Africa."

For more information and to take part in the celebration, visit [www.AfricanAncestry.com](http://www.AfricanAncestry.com). Holiday deals begin November 23.

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