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## **AfricanAncestry.com Salutes the Rich Legacy of Black Newspapers during NNPA Foundation's Black Press Week March 19-21**

*NNPA Chairman Cloves Campbell Will Learn of his African Roots as Part of Annual Event*

**WASHINGTON, DC (March 2014)** – Before the Internet, television and radio, there was the printed word. In fact, one could say that newspapers are the roots of all modern mass media. As the **National Newspaper Publishers Association (NNPA)** kicks off its **2014 Black Press Week**, **African Ancestry, Inc.** (AfricanAncestry.com), the Black-owned company that pioneered genetics ancestry tracing for people of African descent, joins the three-day event to pay homage to Black America's first voice. Themed '*Access to Economic Opportunity*' and sponsored by the **NNPA Foundation**, **Black Press Week** is held from **March 19-21 in Washington, D.C.** During the week, publishers will visit Capitol Hill and White House visit and host their annual Newsmaker of the Year and Torch Award Ceremony and State of the Black Press Luncheon.

NNPA –The Black Press of America – is a federation of approximately 200 newspapers. The Association is chaired by Cloves C. Campbell, Jr., publisher of the *Arizona Informant*. The Foundation is chaired by Mary Denson, publisher of the *Windy City Word* in Chicago.

Having partnered with a mix of media through the years, **AfricanAncestry.com** supports the goals of NNPA by helping the organization deliver fascinating programming, news stories, community extensions and highly sought-after advertiser audiences.

"We are honored to celebrate the Black Press in the U.S. and be a part of this important event," said African Ancestry President and Co-founder Gina Paige. "By partnering with NNPA, we're hoping to support the plight of the Black newspapers across the U.S., and enhance their efforts by strengthening Black communities, educating young people and increasing genetic literacy of African Americans among other things.

"Using the power of DNA and the most comprehensive database of indigenous African genetic sequences in existence, African Ancestry is the **ONLY** company that can trace your ancestry back to a specific present-day African country of origin, and often to specific African ethnic groups dating back more than 500 years ago," the company says on its website.

AfricanAncestry.com will host a Ceremonial Ancestry Reveal of Chairman Campbell and other Publishers, including Mollie Finch Belt (Dallas Examiner), Jackie Hampton (Mississippi Link) and Mary G. Denson (The Windy City Word) during the Newsmaker of the Year and Torch Awards Reception. The schedule includes:

- **Wednesday, March 19:** NNPA Board Meetings during the day and Foundation Chairman's Welcome Reception.
- **Thursday, March 20:** Capitol Hill and/or White House Visit, Gallery of Distinguished Black Publishers Ceremony & Luncheon and the Newsmakers of the Year and Torch Awards Reception Dinner.
- **Friday March 21:** Capitol Hill and/or White House Visit, Black Press & the Black Pulpit Breakfast and State of the Black Press Luncheon.

"Black Press Week is always an exciting time," said Chairman Campbell. "To learn about my African ancestry at one of our public events will make it even more exciting."

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