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## **GROWING INTEREST IN DNA-BASED GENETIC TESTING AMONG AFRICAN AMERICANS WITH HISTORIC ELECTION OF PRESIDENT-ELECT BARACK OBAMA**

*African Ancestry Helps A-List Line Up of African American Celebs Join Obama in Knowing their Roots in Africa*

**WASHINGTON, DC** (November 2008) – One thing President-Elect Barack Obama won't have to grapple with in the Oval Office is his ancestry. He's one of the few African Americans who actually know exactly where in Africa their African bloodlines began -- an experience that remains elusive to many people of African descent in the U.S. African Ancestry, Inc., the company that pioneered DNA-based ancestry tracing for people of African descent, is making it easier and more accurate for African Americans to be like Obama and know their roots this Holiday Season with a specially-priced Holiday DNA-Test Kit at [www.africanancestry.com/holiday](http://www.africanancestry.com/holiday).

### **AFRICAN-AMERICAN ICONS 'IN-THE-KNOW' ON AFRICAN ROOTS**

In addition to the thousands of families impacted through African Ancestry's DNA tracing during the past five years, African-American celebrities have also responded to the trend. African Ancestry's celebrity round-up includes movie stars and musical artists to business moguls and political leaders. With common ancestries in West and Central Africa -- regions more affected by the Trans Atlantic Slave Trade -- a majority of African Ancestry's celebrity reveals are from present-day Sierra Leone. Cameroon and Nigeria also run a good race as genetic homelands for many of America's top African American icons among the nearly 40 countries that African Ancestry's proprietary DNA testing system is designed to trace (**Sample listing**):

**Maya Angelou -- Sierra Leone**  
**Jim Brown -- Nigeria**  
**Kimberly Elise -- Mali**  
**Morgan Freeman -- Niger**  
**Louis Gossett Jr. -- Sierra Leone, Liberia**  
**Tom Joyner -- Sierra Leone**  
**Taraji P. Henson -- Cameroon**  
**Chris Rock -- Nigeria**  
**Oprah Winfrey -- Liberia**  
**Hon. Andrew Young -- Sierra Leone**  
**Dr. Dorothy Height -- Sierra Leone**  
**Dr. Louis Sullivan -- Sierra Leone**  
**Chauncey Davis -- Sierra Leone, Liberia**  
**Etan Thomas -- Sierra Leone**  
**Dr. Wade Nobles -- Sierra Leone**

**India.Arie -- Guinea-Bissau, Sierra Leone, Liberia**  
**Don Cheadle -- Cameroon**  
**Roberta Flack -- Cameroon**  
**Whoopi Goldberg -- Sierra Leone, Liberia**  
**Judge Hatchett -- Nigeria**  
**Spike Lee, Niger -- Cameroon**  
**Russ Parr -- Niger**  
**Forrest Whitaker -- Ghana**  
**Susan Taylor -- Guinea-Bissau, Sierra Leone, Liberia**  
**Mayor Shirley Franklin -- Guinea-Bissau, Sierra Leone**  
**Congr. Barbara Lee -- Guinea-Bissau, Sierra Leone**  
**Congr. Diane Watson, Central African Republic**  
**Trevor Pryce -- Sierra Leone, Liberia**  
**Dr. John Hope Franklin -- Cameroon**  
**Dr. Mae Jemison -- Cameroon, Nigeria, Sierra Leone, Ghana**  
**Senegal**

African Ancestry's one-swab technique can reveal the ancestry of an entire family so it's economically relevant this Holiday season. Additionally, for tests submitted by December 31, African Ancestry will have results available during Black History Month so that families can commemorate their Reveals during an historic moment in time.

#### **POWER IN KNOWING – FROM KENYA TO U.S. PRESIDENCY**

"The excitement of this unprecedented election season coupled with the increase in consumer-based genetic testing has spawned a heightened interest among African Americans," said African Ancestry Co-Founder & President Gina Paige. "It's bigger than the demand for test kits. It's a renewed sense of self that we've seen permeate through our online Member discussions and community participation as well as media interest and emails and cold calls from people hungry for more information," said Paige.

President-Elect Obama's paternal lineage is rooted in Kenya on Africa's eastern coast. While his achievements have reached nations in all corners of the world, he knows exactly where it all started. How cool is it to know as he does? Check it out at [www.africanancestry.com/Holiday](http://www.africanancestry.com/Holiday).

#### **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](mailto:info@taylorcommunicationsgroup.com).**

**WWW.AFRICANANCESTRY.COM**

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