



AFRICAN ANCESTRY  
TRACE YOUR DNA. FIND YOUR ROOTS.

\*\*\* MEDIA ALERT \*\*\*

## AFRICANANCESTRY.COM SELECTS CHARLOTTE TO HOST LARGEST COMMUNITY AFRICAN ANCESTRAL REVEAL IN HISTORY

*Hundreds Expected to Have African Roots Unveiled Publicly; Free African Ancestry Workshop in June at The Park Church*

### WHAT:

AfricanAncestry.com, the pioneer of genetics ancestry tracing of people of African descent, seeks to put Charlotte on the map as the city to host the largest African Ancestral Reveal in history in recognition of the 400-year anniversary of Africans to America.

In partnership with Charlotte's The Park Church, The Afro-American Historical and Genealogical Society and the R400 Movement, the historic Ancestral Reveal will take place **September 26<sup>th</sup> - 29<sup>th</sup>** during the first R400 Summit at The Park Expo and Conference Center in Charlotte. R400 is using the 400-year anniversary of the Transatlantic Slave Trade to develop a comprehensive strategy to unite Africans on the continent with their brothers and sisters of the Diaspora.

### FREE AFRICAN ANCESTRY COMMUNITY WORKSHOP – JUNE 15 @ THE PARK CHURCH:

To educate participants on genetics ancestry tracing prior to the September Reveal, AfricanAncestry.com will host a FREE workshop titled -- *Family Trees, Tribes & Genetics ... Using DNA to Find African Roots and Replenish Identities*. Attendees will receive a free gift with the purchase of a discounted test kit. The workshop will be hosted at The Park Church located at 6029 Beatties Ford Rd., Charlotte, NC 28216, on Saturday, June 15 at 10 a.m. Details are available at <https://africanancestry.lpages.co/theparkchurch>.

### EASY WAYS TO PARTICIPATE:

1. Take part in the free Workshop on June 15 at The Park Church (see above) to learn more and purchase discounted test kits at <https://africanancestry.lpages.co/theparkchurch>.
2. **Return swabs by July 1** to secure your spot and guarantee results in time to attend the Community Reveal.
3. Become a part of history on **September 26<sup>th</sup> - 29<sup>th</sup>**. The Reveal Ceremony will honor the traditions and cultural practices of countries and tribes of Africa. Participants will also network with those from their newly found countries of origin.

Visit <https://africanancestry.lpages.co/theparkchurch> for event details and test kits. For more on African Ancestry, visit [www.AfricanAncestry.com](http://www.AfricanAncestry.com) and [www.r400.com](http://www.r400.com) for more information about the R400 Summit.

### 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 Black-owned and headquartered in Washington, DC. For general media inquiries, contact [taylor@taylorcommunicationsgroup.com](mailto:taylor@taylorcommunicationsgroup.com).

### ABOUT R400

R400 is a consortium of faith-based entities, individuals, corporations, civil society organizations and governments who have resolved to leverage the nexus of opportunities presented by 400 years of African American History, the United Nations Decade for People of African Descent, African Union Vision 2063 and UN SDG 2030 to unleash the promise and economy of a reconnected, reconciled, reclaimed and rebuilt global African and African Diaspora ecosystem that impacts peoples within the context of the UN Sustainable Development Goals. The organizational and galvanizing work of the consortium is anchored by about 500,000 Square feet of available physical space in the Park Expo and Convention Center in Charlotte, North Carolina.

**ALL TEST SWABS MUST BE RETURNED BY JULY 1 TO PARTICIPATE IN THE REVEAL**