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**'GIFTS OF SENTIMENTAL VALUE' TOPS THE MOTHER'S DAY GIFT LIST FOR AFRICAN-AMERICAN MOMS**  
*"New Survey Reveals Top 5 Most Wanted Gifts; African Ancestry, Inc., Pays Ancestral Homage to Family Matriarchs and Unveils First ancestry-tracing Infomercial"*

**Washington, DC (May 2008)** – In a new survey commissioned by African Ancestry, Inc., African-American Mothers said they prefer 'gifts of sentimental value' (**78 percent**) to gifts of monetary value (**21 percent**). As such, it's not surprising that a *simple letter* out-ranked electronics and jewelry. The **Top Five Most Wanted Gifts** listed in order of preference are **1) Hand-written note; 2) Something to share with entire family; 3) Jewelry; 4) Something electronic; and 5) Flowers**. African Ancestry, the DC-based ancestry tracing company that pioneered African lineage matching in the U.S. by more accurately assessing a present-day country of origin for people of African descent, is not only committed to helping family matriarchs get what they want this year, but that families are empowered year-round to experience the ultimate gift of self awareness.

During the Mother's Day observance and throughout May, gift-givers that use African Ancestry's MatriClan™ test to trace maternal lineages can get specially-priced 'Certificates of Ancestry' to share with up to three additional family members. The company is also launching the first-ever ancestry-tracing infomercial in select cities that showcases the ancestry tracing impact on Black families in the U.S. and MatriClan testimonials; demystifies the easy testing process; and highlights African Ancestry celebrity reveals caught on tape.

"Through my mother, I learned that my bloodline originated in Nigeria where among many things, the women are known for their entrepreneurial achievements," said Gina Paige, president and co-founder of African Ancestry. "The experience not only connects me with a pride-filled, accomplished ancestry, but it also inspires a guiding context for my life today ... which includes building this business with my mother," added Paige.

**And Gifted Moms' Survey Says ... (Highlights)**

On a scale of one to five (1 being lowest/ 5 being highest), a majority gave a '**hand-written note**' a **five** in terms of gifts preferred to receive. '**Something to share with the entire family**' is a hot item as nearly **32 percent** gave it top rankings. While a majority ranked something electronic and flowers, respectively, at the **bottom** of their lists this year. **Twenty-seven percent** ranked jewelry at five. Additionally:

- **70 percent** said that they planned to give a Mother's Day gift; nearly **20 percent** admitted that they do not plan to.
- Nearly **80 percent** said that they most **prefer to receive** gifts of sentimental value to monetary value. Not surprisingly, approximately **80 percent** said they most **prefer to give** the same.
- **35 percent** said that they sometimes chip in with other family members when buying gifts for mom.

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### **African Ancestry Guide ...“Tips to the Root”:**

Nearly **80 percent** of respondents said that they would recommend ancestry tracing as a gift. However, unlike most Americans, tracing ones roots through traditional means is challenging for African Americans in that they always hit a brick wall due to the devastation of the Transatlantic Slave Trade. African Ancestry has revolutionized the industry by overlaying scientific DNA-testing, which empowers more than 99% accuracy for each sample tested. Now, any African ancestry tracing experience can be easier, more reliable and the most accurate:

- **Know Your Root!** Before you take on any ancestry-tracing endeavor, be sure to clearly define your goals. Are you demystifying an adoption? Are you solely interested in your African roots or other race-based lineages? Do you want to explore your mother’s side vs. your father’s, or both? Answering these type questions upfront can be the difference between an enjoyable experience with accurate results or a drawn-out, laborious process.
- **SCI-Y?!** Look for resources that employ science-based analyses. The accuracy in lineage matching is dependant upon the size and sampling of the scientific database used to match maternal (mtDNA) and paternal (Y) lineages to particular populations or geographic regions. African Ancestry, for example, owns the largest database of African DNA, which empowers the most accurate, reliable means of determining your family’s origins.
- **Swab Meet!** One swab can unlock the roots of an entire family. For example, everyone inherits unique DNA exclusively from his or her mothers (likewise from male to male). This testing system alone reveals results for your siblings, mother’s siblings, your sister’s children, etc. Many African Ancestry testers use one-swab-results as life-changing gifts for multiple family members.
- **History’s Mysteries!** Complementing your science tracing with historical information is a great way to enhance your research. In fact, African Ancestry collaborates with leading anthropologists, historians and linguists along the way to ensure relevancy and provide the most comprehensive results. Although, it’s not recommended to solely rely on the paper trail, there are resources available that can enhance your search:
  - **Make it Count:** The U.S. Census Bureau and localized vital statistics offices maintain records that go back many years. Additionally, many libraries have archives that may be useful.
  - **Oral Hi-GENE:** Identify the oldest relative(s) that you have access to, interview them and maintain oral/video records of the discussion. Do the same for younger generations in your family. These oral histories are priceless for supplementing your research. They help to paint a family portrait that’s uniquely yours and facilitates enlightenment of future generations.
  - **Organized ‘Time’:** Arrange your family research in a way that makes the most sense for you. Family Tree projects are a good example.
  - **Extra! Extra!** Scan historic newspapers and other archives to learn about the happenings during a given timeframe. You can infer a lot about past events that have played a part in shaping your family’s identity.
- **Stay Connected!** Once you know, keep it moving. Consider joining online family networks where you can explore and exchange information. Many of African Ancestry’s online community members have deepened their knowledge and learned about family bonds that are alive today. The richness of these resources can be useful in everything from planning family trips to Africa or giving meaningful names to your children, to more meaningful events like family reunions and weddings.

For more information on *African Ancestry’s Gifted Moms* program or press interviews, contact Jurena Cantrell at [jurena@taylorcommunicationsgroup](mailto:jurena@taylorcommunicationsgroup) or [info@taylorcommunicationsgroup.com](mailto:info@taylorcommunicationsgroup.com). For more information on African Ancestry, contact Gina Paige at [gpaige@africanancestry.com](mailto:gpaige@africanancestry.com).

### **Survey Methodology:**

African Ancestry’s Gifted Moms Survey was an online poll conducted by [surveymonkey.com](http://surveymonkey.com). The survey randomly sampled 200 African American females and males ages 25 – 54. The survey’s baseline was national in scope with a margin of error of  $\pm 4.5\%$ .

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**About African Ancestry**

Founded in 2003 on multiple 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 to more accurately assess present-day country of origin, and often a particular African ethnic group from more than 500 years ago. Having impacted more than 100,000 families since its inception, African Ancestry, Inc., is African-American-owned and operated and is headquartered in Washington, DC.

**INTERVIEWS AVAILABLE THROUGHOUT MAY**

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