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NEW ORLEANS SELECTED AS TOUR STOP FOR AFRICAN ANCESTRY'S FIRST-EVER MULTI-CITY 'WE ARE AFRICA' ROAD TOUR

Tour Designed to Demystify Myths and Celebrate Historical, Cultural and Genetic Connections to Africa

WHAT: If you think 'Mobile Ancestry' is another new app ... think again! In an old-school move, African Ancestry, the company that pioneered DNA-based ancestry tracing for people of African descent, is going "mobile" by taking ancestry tracing on a 14-city trek to help African Americans more easily and accurately access their ancestral roots. African Ancestry solicited the input from its online community of members and local networks of partners and alliances to find out where the Tour should go. Based on overwhelming feedback and excitement, it was clear that the 'We Are Africa' Road Tour would make its way to **New Orleans**. African Ancestry's 'We Are Africa' Road Tour kicks off on August 1 and culminates on August 19, hitting 14 major U.S. cities along the way.

"While enthusiasm in genealogy has risen to new heights, African Americans still hit a brick wall in their ancestral quest due to the break down in records during the Trans-Atlantic Slave Trade," said Gina Paige, co-founder of African Ancestry. "African Ancestry was created to bridge that gap through science and the We Are Africa road tour is an extension of our ongoing commitment to change the way people view themselves and Africa."

WHEN/WHERE: Scheduled for **August 1, New Orleans'** 'We Are Africa' Road Tour stop is co-hosted with **Ashe Cultural Center**, who serve as home-city catalysts for transforming the way people see themselves and Africa. The event is **free** to the public and includes an African Ancestry education forum, community conversation, special heritage reveals of **TBD** -- who will all learn their African heritage for the first time; and family reunion-style fun activities with local artists and organizations. Participants can get the special 'We Are Africa' promotional rate with the purchase of any African Ancestry test kit.

August 1 from 5 p.m. to 7 p.m.

Ashe Cultural Center

1712 Oretha C. Haley Boulevard

New Orleans, Louisiana, 70113

MORE: The 'We Are Africa' Road Tour will also travel to 13 additional cities. People everywhere can follow daily video documentation of the tour on AfricanAncestry.com/Tour, Facebook at www.facebook.com/AfricanAncestry and YouTube at www.youtube.com/AfricanAncestry throughout August. Additional markets include (All dates and locations are subject to change):

CITY/DATE	CITY/DATE	CITY/DATE
New Orleans, LA / August 1	Raleigh, NC / August 7	New York / August 15
Jackson, MS / August 2	Richmond, VA / August 8	Hartford, CT / August 16
Huntsville, AL / August 3	Washington, DC / August 11	Jersey City, NJ / August 17
Nashville, TN / August 4	Baltimore, MD / August 12	Boston, MA / August 19
Charlotte, NC / August 5	Philadelphia, PA / August 13	

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To learn more about African Ancestry's 'We Are Africa' Road Tour in your city go to www.africanancestry.com.

AFRICAN ANCESTRY 'WE ARE AFRICA' ROAD TOUR PARTNERS

Ashe Cultural Center, Cracker Barrel, Leon H. Sullivan Foundation and Road Scholar.

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 *Esence 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 more information, go to www.africanancestry.com.

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