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'MYAFRICANDIASPORA.COM AND AFRICAN ANCESTRY, INC. PARTNER TO GIVE THE GIFT OF "SELF" TO LUCKY WINNERS'

Las Vegas, NV – (July 2008) - MyAfricanDiaspora.com, a web-based news and information website targeted at connecting the African Diaspora, was launched after co founders Veronica Henry and Eric Deal received the gift of ancestry from African Ancestry, Inc., the ancestry tracing company that pioneered African lineage matching in the United States utilizing its proprietary DNA-database to more accurately assess present-day country of origin for people of African descent.

“More than anything, we felt an intense desire to promote the importance of African Americans obtaining their ancestry and the contest allow us to do that,” said MyAfricanDiaspora.com co-founder, Veronica Henry. African Ancestry sponsored the contest, open to all registered members of the website and which selected M. Carmen Lane as the winner. Lane, founder of a diversity and organizational development consulting firm, is located in Lansing, Michigan. Her test results revealed a shared ancestry with the people of: Guinea-Bissau (Balanta), Sierra Leone (Mende) and Senegal (Mandinka). When asked if there was one word that could describe what this knowledge means to her, Ms. Lane said, “awesome”. The following interview outlines Ms. Lane's experience: www.myafricandiaspora.com/lane_feature.html.

MyAfricanDiaspora.com supports the idea of the interconnectedness of the African Diaspora by providing its audience with worldwide social, political, entertainment and artistic news and articles tailored to this market. In addition, an interactive forum allows members of the diaspora to build relationships, exchange ideas, educate and bring focus to charitable causes.

“This is a testament to the power of ancestry tracing for people of African descent in the US.,” said African Ancestry co-founder Gina Paige. “Whether it's an African naming ceremony of a newborn, ancestry tracing reveals during family reunions or connections vehicles such as MyAfricanDiaspora.com, we witness the life-enhancing impact that finding out one's roots has on African Americans across the nation in many different ways.” added Paige.

For more information about this contest, please contact Veronica Henry at info@myafricandiaspora.com or visit www.myafricandiaspora.com.

About MyAfricanDiaspora.com (DreamDeep LLC):

MyAfricanDiaspora.com is based in Las Vegas. It provides news, information and networking aimed at connecting members of the African Diaspora.

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