



THE AFRICA CHANNEL PREMIERES A COLLECTION OF NEW PROGRAMMING *CELEBRATING HERITAGE* FOR BLACK HISTORY MONTH

Los Angeles, CALIFORNIA February 2022 - The Africa Channel (TAC), the longest-running independent, minority-owned media company focused on presenting pan-African content to US and global audiences, premieres an exciting collection of new programming to celebrate Black History Month (BHM) 2022.

Under the theme ***Celebrating Heritage***, TAC's premiere's programming during BHM embraces the full diversity of Black culture by reaching across nations and cultures to celebrate the month inclusively. Viewers will be presented with the debut of three different shows that deliver a broad picture of Black America, both past and present. Showcasing the achievements of Africa and Africans over the centuries up to the modern day, sharing the powerful legacy and impact of the Civil Rights Movement, and highlighting African diaspora entrepreneurship, empowerment, and success, there is something for everyone throughout the month.

"At The Africa Channel, we showcase diverse content through the prism of contemporary Africa, and this plays a key role in building cultural bridges and connecting Black Americans to the African diaspora as well as their ancestry and heritage. It is really exciting to premiere programming during Black History Month that aligns so perfectly with what Black History Month is about: honor, respect, innovation, and the acknowledgment of Black achievements that changed America and the world. There is something for everyone, and we look forward to audiences enjoying all of the shows," **said Narendra Reddy, Executive Vice President and General Manager of The Africa Channel.**

The Black History Month premiere programming includes:

The History of Africa Series Mon - Wed Fri 8-9pmEST **Throughout Feb**

Complementing our stories of the Black experience in America are the achievements of Black Africans documented in **The History of Africa**. Sudanese-British journalist Zeinab Badawi travels across Africa and explores the continent's history from the beginning of time to the modern era to 'set history straight. Throughout the 20-part series, historians, archaeologists, and citizens paint a vivid picture of their continent's past and how that history informs the present - from the origins of humankind - to the European scramble for Africa - to the resistance and liberation across the continent.

Rooted Tue Thu 9-10pmEST **Starts Feb 15**

Four powerhouse New Yorkers share their stories of what it means to be first-generation African immigrants in America. They share compelling stories behind the creative and inspiring ways they connect to their communities. The series includes Social Entrepreneur Chid Liberty, Everyday People's DJ Moma, trending jewelry artist and educator Sewit Sium, and the CEO of Birthright Africa Walla Elsheikh.

American Civil Rights Documentaries Sat-Sun 5-7p **Throughout Feb**

Our programming includes a curated collection of stories that uniquely define American people with a powerful heritage, a history of resilience, and people who have worked towards equality and a better life for future generations. Titles include **Brothers of the Blacklist**: the story of the longest litigated civil rights case in American history; and **Big Charity**: the story behind the closure of America's oldest hospital. **Mossville**: The fight against toxic corporate powers in a town founded by former slaves.

The Africa Channel has experienced explosive growth in the last year with expanded distribution deals with Cox Communication (Cox), Charter, and Spectrum. This expansion bringing the channel to millions more viewers across America, will allow an even bigger audience to enjoy this year's BHM programming.

###

Media Contact: Claudine@cmooremedia.com

About The Africa Channel

The Africa Channel and its production arm, TAC Studios, is a showcase for the African continent's most outstanding English-language television series, specials, documentaries, feature films, music, biographies, and cultural and historical content. The channel's mission is to open up a daily window into modern African life and go beyond safari and sunsets, presenting contemporary Africa to the world. The Africa Channel is based in Los Angeles and is available in approximately seven million homes in North America and the Caribbean on cable systems such as Comcast, Charter/Spectrum, and the Caribbean Cable Cooperative. In addition, its streaming subscription video-on-demand platform, DemandAfrica.com, is available worldwide on the web, mobile and connected devices.