



The Africa Channel Announces New Vice President of Marketing & Corporate Communications

Los Angeles, California May 2022 - The Africa Channel (TAC), the longest-running independent, minority-owned media company focused on presenting pan-African content to US audiences, announces Toyin Awesu-Uhuegbu as Vice President of Marketing & Corporate Communications to lead the company's global marketing, communications, and government affairs efforts across TAC's subsidiary brands.

Awesu-Uhuegbu, a seasoned marketing & communications executive, joins TAC from Prosper Africa - a U.S. government trade and investment initiative. She has held prominent positions including Director of Communications for the Congressional Black Caucus (CBC) and Head, Marketing & Communications for United Capital Plc. Toyin holds a Master of Science degree in Integrated Marketing & Communications from West Virginia University and a Bachelor of Arts degree in Journalism from Temple University. She is a member of Zeta Phi Beta Sorority.

"We are thrilled to have an accomplished executive like Toyin join The Africa Channel team. Her extensive marketing and communications experience in both the government and the private sector will be instrumental in raising awareness about the important role that TAC and its subsidiaries play in bridging connections between Africa and the rest of the world while introducing audiences to the rich programming and narratives from the continent and the Diaspora," said Narendra Reddy, COO, The Africa Channel.

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About The Africa Channel

The Africa Channel and its production arm, TAC Studios, showcase 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English-language television series, specials, documentaries, feature films, music, biographies, and cultural and historical content.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 a daily window into modern African life, and in the process, help demystify Africa for viewers globally. The Africa Channel, with offices in Los Angeles and Johannesburg, South Africa, is available in North America and the Caribbean on cable systems such as Comcast, Charter's Spectrum brand, Rogers Ignite, and Bell Fibe (Canada), and the Caribbean Cable Cooperative.