

THE AFRICA CHANNEL

TAC SUPPORTS LIBERTY & JUSTICE MADE IN AFRICA SWIMWEAR LINE AS PART OF MEDIA ENTITY'S TAC365 INITIATIVE COMMEMORATING BLACK BUSINESS MONTH

LOS ANGELES, CA / AUGUST 17, 2023 – The Africa Channel (TAC), is commemorating Black Business Month (August) as part of its TAC365 initiative by using its linear platform to support the [Liberty & Justice](#) – the first Made in Africa swimwear line. TAC will be providing promotional airtime to showcase the Liberty & Justice brand and its new partnership with Target, the national chain of retail stores. The swimwear line features classic African prints reimagined for all.

The Africa Channel unveiled TAC365 during the Upfront back in February. TAC365 represents a new palate of seasonal and quarterly brand opportunities designed to amplify key holidays and cultural moments ranging from like Martin Luther King, Jr. Day to Black History Month, Black Business Month, Black Music Month, Africa Day and Juneteenth, along with others.

TAC, as part of its relationship with the African swimwear company:

- Sponsored a Liberty & Justice dinner at the Soho House the evening prior to its recent Swim Week fashion show in South Beach
- Provided a video crew to cover the line's fashion show including interviews with Sean Combs' children [Jessie and D'Lila Combs](#), [Quincy Brown](#), as well as Liberty & Justice's [Chid Liberty](#) and [Georgie Badiel Liberty](#), [Nathan Jenden](#), "[The Fashion King](#)" [Groovey Lew](#), and more.

About The Africa Channel

The Africa Channel, a division of The Africa Channel Inc., is a linear television network that aims to demystify modern Africa for viewers in the Americas. Available via pay TV distributors across the U.S., Canada and the Caribbean, The Africa Channel entertains and informs audiences with original series, movies, documentaries and specials as well as current affairs, soaps and cultural programming.

With headquarters in Los Angeles, California, viewers can watch the company's flagship linear channel via pay TV distributors across the U.S., including Charter's Spectrum, Comcast and Cox Communications, as well as in Canada on Rogers Ignite and Bell Fibe and in the Caribbean via the Caribbean Cable Cooperative. It is part of The Africa Channel Inc.

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