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### Breakthrough

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March 23rd 2020: [AfricanAncestry.com Proves That When You Can Answer 'Where Am I From?', You Can Change Lives](#)

The question of 'where am I from?' is one that can be answered by most groups except for African descendants looking to accurately trace their roots. With only \$1,200 and a database of DNA lineages, AfricanAncestry.com grew to seven figures tracing African lineages. They use genetics to help people reliably trace their roots back to their ancestor's tribes. On this week's episode of Breakthrough, Sara Roach Lewis talks to Dr. Gina Paige, co-founder of AfricanAncestry.com, about her 17 years in business, how Black Panther's Chadwick Boseman tripled the businesses' revenues, and how staying

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### Featured Guest



#### Dr. Gina Paige

In 2003, Dr. Gina Paige co-founded African Ancestry, Inc. (AfricanAncestry.com) and in doing so, pioneered a new way of tracing African lineages using genetic, and a new marketplace for people of African descent looking to more accurately and reliably trace their roots. Paige travels the world helping people demystify their roots and inform on identities so that they may better understand who they are by knowing where they're from.

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