



## NAMIC ANNOUNCES LAUNCH OF DISCOVER AFRICA SWEEPSTAKES

### Summer Membership Drive Presented In Partnership With The Africa Channel To Feature Grand Prize Giveaway Of A Trip To South Africa

**(NEW YORK, NY – June 9, 2008)** - - The **National Association for Multi-ethnicity in Communications (NAMIC)** today announced the launch of its exclusive Summer Membership Drive presented in partnership with **The Africa Channel**. The membership drive's activation period begins Monday, June 9, 2008 and concludes Friday, July 11, 2008 at 11:59 P.M. PDT. Each new member joining NAMIC during the membership drive will be eligible for a chance to win a grand prize trip for two to South Africa sponsored by The Africa Channel. Additionally, current NAMIC members that renew their membership or recruit new members through a referral process are also eligible for sweepstakes entry.

"This is a fabulous and exciting opportunity for professionals within the communications industry to access the many benefits that NAMIC membership provides, while receiving the added value of possibly winning a chance to experience South Africa, a country so rich in multicultural diversity that it was coined the "Rainbow Nation" by Archbishop Desmond TuTu and its former President, Nelson Mandela," said **Kathy Johnson**, president, NAMIC. "We are ecstatic to partner with The Africa Channel in presenting this unique sweepstakes."

Valued at \$20,000.00, the spectacular grand prize trip package includes stops in **Johannesburg, Cape Town**, and the **Pilanesburg Game Reserve**, and will also feature:

- Roundtrip airfare for two (2) to South Africa from any city in the Continental U.S.
- Hotel accommodations and ground transportation for two (2) in South Africa for ten (10) days and nine (9) nights.

Additionally, three (3) first place prizes will be awarded to include: One (1) African Ancestry DNA testing kit provided courtesy of The Africa Channel; One (1) Tumi Luggage Gift Certificate for Business and Travel; One (1) Sony Digital Camera. Winners will be announced by NAMIC in August.

"The Africa Channel is pleased to be working with NAMIC to promote membership in this important industry organization while also providing NAMIC members an opportunity to experience this amazing continent," said **Eric Brown**, EVP, Affiliate Sales, The Africa Channel. "Most first time visitors to Africa find it to be a very positive, life changing event."

For additional information on the benefits of joining NAMIC, the NAMIC Summer Membership Drive and the official rules of the Discover Africa Sweepstakes presented in partnership with The Africa Channel visit the NAMIC website at [www.namic.com](http://www.namic.com).

### **About NAMIC**

NAMIC (National Association for Multi-ethnicity in Communications) is the premier organization focusing on multi-ethnic diversity in the communications industry. Founded in 1980 as a non-profit trade association, today NAMIC is comprised of 2,000 professionals belonging to a network of 17 chapters nationwide. Through initiatives that focus on education, advocacy and empowerment, NAMIC champions equity and inclusion in the workforce, with special attention given to ensuring that the leadership cadres of our nation's communications industry giants reflect the multi-ethnic richness of the populations they serve.

### **About The Africa Channel**

The premiere of The Africa Channel on September 1, 2005, marked a milestone in U.S. television history. For the first time, American audiences were able to experience the daily successes, celebrations and challenges of people living throughout Africa, all via a general entertainment network. Available in both High Definition and Standard Definition, The Africa Channel airs the best English-language programming from the continent, including news and information, travel and lifestyle, music, soap operas, talk shows, reality, feature films and special events. The commercially-supported channel is seen on cable systems in Ft. Worth, Texas; Washington, D.C.; Atlanta and Macon Georgia; Houston, Texas; Detroit, Michigan; New Orleans, Baton Rouge and Lafayette, Louisiana; Hampton Roads, Virginia; Inland Empire, California, Bahamas, Trinidad, Jamaica and Barbados West Indies, and on SKY in the United Kingdom. The network was founded by longtime television industry executives James Makawa, Jacob Arback and Richard Hammer. Initial partners include former United Nations Ambassador Andrew Young and his company, Goodworks International; Weller/Grossman Productions; and NBA stars Dikembe Mutombo and Theo Ratliff. For more information, please visit [www.theafricachannel.com](http://www.theafricachannel.com).

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