

THE AFRICA CHANNEL DESIGNATES FEBRUARY
AS 'ELDERS MONTH'

**Network Presents 50+ Vignettes Recognizing People
From All Walks of Life Who Have Made a Difference**

**February Celebration Kicks Off Year-Round Initiative
to Spur Community Involvement and Engagement**

LOS ANGELES, Jan. 30, 2015— The Africa Channel announced today it is designating February as "Elders Month," acknowledging the accomplishments and lost stories of people whose contributions, no matter how seemingly small, continue to create the foundations of our families and local and global communities.

The Africa Channel's "Elders Month" celebration will be highlighted by more than 50 short-form vignettes created by up-and-coming filmmakers from the United States and Africa. The vignettes will spotlight people from all walks of life who have made a difference.

The network said it will continue the elder's campaign after February as a year-round initiative to spur community involvement and engagement around the country.

Lee Gaither, general manager/executive vice president, The Africa Channel, said: "Not every life well lived ends up in history books. The purpose of Elders Month, and our ongoing elder's initiative, is to recognize everyday heroes and encourage people to make a difference in their communities."

ABOUT THE AFRICA CHANNEL (www.theafricachannel.com)

The Africa Channel is a showcase for the African continent's most outstanding English-language television series, specials, documentaries, feature films, music, soaps, biographies, current business analysis, and cultural and historical programs. These travel, lifestyle and culture-oriented programs reflect the people of Africa, their incredible stories, their daily lives, their music and art, their successes, celebrations and challenges.

The channel's mission is to open up a daily window into modern African life and, in the process, help demystify Africa for American viewers.

The Africa Channel is based in Los Angeles and is available in just under 10 million homes in the U.S. on cable systems such as Comcast, Time Warner Cable and Cox.

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