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## Press Release

### **The First African Yellow Pages is launched for the Washington Metropolitan Area**

Washington, DC December 1, 2003-The first African Yellow Pages (AYP) has been launched for Metropolitan Washington, DC. AYP is the premier marketing publication that targets the large African immigrant community in the Washington Metropolitan area reaching a market of over 200,000 potential customers. AYP is published annually and free to the consumer.

In a span of 10 years, the African immigrant community in the US grew by 134%. The Washington metropolitan area witnessed a 148% rise in its African immigrant population. The Washington, DC area has become home to the largest African born immigrant population. Over 49 percent of African adult immigrants hold a bachelors degree making them the most educated immigrants of all immigrant groups in the United States. The median income of African immigrants, which is \$45,300, gives them the resources to purchase a variety of products and services.

AYP will provide direct, targeted access to the considerable buying power of the African community in the Washington, DC Metropolitan area. AYP will have a comprehensive list of African owned businesses, professional service providers, as well as various organizations catering to the African community. Furthermore, AYP will also include information pertinent to each country in Africa and will be distributed free to all African Embassies, US Government agencies, retail outlets, grocery stores, African, and African-American institutions.

### **About the African Yellow Pages (AYP)**

The African Yellow Pages (AYP) is headquartered in Washington, DC and maintains offices in other cities in the US as well as in Africa. The Board of Directors of AYP includes leaders who have made many contributions to the continent of Africa. Companies and institutions that advertise in the African Yellow Pages include Emerging Market Partnership, State Farm Insurance, WorldSpace Corporation, the US Department of Commerce's Minority Business Development Agency, the Government of South Africa, Namibia, Rwanda, and Djibouti. For more information, visit our web site at [www.theafricanyellowpages.com](http://www.theafricanyellowpages.com) or call (202) 537-1288.