

# F2FA Launches New Print Magazine Dedicated to Re-Branding the Image of Africa



New York, NY, January 3, 2013- Magazine fanatics now have a rather rare, yet distinctive and stimulating option when filtering inundated magazine stands.

Face2face Africa, a young New York based media company is tackling the controversial issue of race relations with their latest venture, F2FA Magazine. The company was founded less than two years ago by two young African professionals who as a result of rather grueling experiences, wanted to help rebrand the image of Africa while mending race relations, especially within the pan-African community at large.

“To grow up ashamed of who you are or your background is the most self inflicting damage that anybody could do to themselves. This was my story, and what we seek to do is to change that story for somebody else,” said Editor-in-Chief Sandra Appiah.

Last year, Face2face Africa launched a print magazine division and garnered a lot of interest in their mission to provide a positive and influential platform for Africa’s success stories. The maiden issue of F2FA was released last week and has received great reviews, including being called “The Modern Day Vanity Fair of African Affairs.”

“F2FA is here at the perfect time because the world is slowly beginning to see the other side of Africa that has been hidden for so long. We are only here to facilitate the process by filling the void of a quality and soulful magazine that

will lead the way in progressive thoughts on the continent," said CEO Isaac Boateng.

F2FA brings something distinctive and unrepentant to the magazine industry. The maiden issue features Kwame Boateng, Kofi Siriboe, and Kwesi Boakye, three young Ghanaian actors and brothers who are making a remarkable splash in the Hollywood scene. The magazine also redefines African beauty, highlights metropolitan African cities, and rebrands Africa by seamlessly merging "old Africa" with "new Africa" through first-person essays and articles that reflect on politics, entertainment, lifestyle, empowerment, fashion and more.

F2FA will host a special release celebration at the Empire State Building on Jan 11, 2013 and in Hollywood, Los Angeles on February 1, 2013. For more information, visit <http://www.face2faceafrica.com>.

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