



23andMe Launches Month-Long Initiative to Amplify ARRAY's "Seat16" Program for Acclaimed Film *ORIGIN* by Ava DuVernay

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"Seat 16" program allows audiences to share the critically acclaimed film with teens across the country

SUNNYVALE, Calif., Jan. 30, 2024 (GLOBE NEWSWIRE) -- 23andMe Holding Co. (Nasdaq: ME) (23andMe), a leading genetic health and biopharmaceutical company, announced a month-long initiative to amplify Ava DuVernay's new film [ORIGIN](#) and the film's groundbreaking [Seat16](#) program. Seat16 allows anyone to gift \$16 or more to purchase an *ORIGIN* movie ticket for a young person who might not otherwise be able to purchase a ticket to the film. For 23 days, 23andMe will donate 100 seats daily to support the program.

ARRAY, the multi-platform arts and social impact collective founded by Ava DuVernay, created the Seat16 initiative to ensure that 10,000 young people across the nation get to experience *ORIGIN*.

Written, directed, and produced by Academy Award nominee Ava DuVernay, *ORIGIN* explores the mystery of history, the wonders of romance, and a fight for our future. While investigating the global phenomenon of caste and its dark influence on society, a journalist faces unfathomable personal loss and uncovers the beauty of human resilience. With an expansive cast that includes Academy Award nominee Aunjanue Ellis-Taylor, Jon Bernthal, and Niecy Nash-Betts, the film was inspired by Pulitzer Prize-winning journalist Isabel Wilkerson's novel *Caste: The Origin of Our Discontents*.

"It's a scientific fact we are all 99.5 percent genetically identical. We are more alike than we are different and sometimes people forget humans have created hierarchies and caste systems. As a brand we focus on the knowledge that we are all connected, equally, through our DNA," said Tracy Keim, Chief Brand Officer at 23andMe. "Supporting Ava DuVernay, ARRAY and the *ORIGIN* team by purchasing tickets for young adults through their Seat 16 program, encourages a new generation to have the opportunity to be educated through the film's storytelling about our connection, not our differences."

View the film's trailer [here](#). Through her foundation, 23andMe co-founder and CEO Anne Wojcicki helped fund the film along with several other non-profits.

About 23andMe

23andMe is a genetics-led consumer healthcare and biopharmaceutical company empowering a healthier future. For more information, please visit www.23andMe.com.

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