



For Immediate Release

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**Lifelong Advocate and Young Entrepreneur Lamell McMorris Elected
to the NAACP National Board of Directors**

*Board Members elect NAACP Diamond Life Member and dedicated committee member, McMorris, as
one of the Board's youngest and newest members*

Washington, DC, February 21, 2012 – On Saturday, February 18, 2012, the NAACP National Board of Directors elected Lamell McMorris as one of the Board's youngest and newest members. The election took place at the 103rd NAACP Annual Meeting at the New York Marriott Marquis Hotel in New York City.

"I am both humbled and honored to be elected to the NAACP National Board of Directors. This great organization has been at the forefront of all civil rights organizations for more than a century, and is continuing to advocate each day for the political, educational, social, and economic equality rights of all people," said McMorris. "I am excited to be part of the leadership that will shape policy for the NAACP, and continue the fight in eliminating discrimination in our nation and throughout the world."

McMorris, a native Chicagoan, moved to Washington, DC in 2002 to open Perennial Strategy Group (www.perennialsf.com), a strategic advisory firm that provides government relations and public affairs services to Fortune 500 companies, national non-profits, trade associations, and public-sector clients on a wide range of public-policy issues and corporate matters. Within a few years, McMorris also opened Perennial Law Group (www.perenniallg.com) and Perennial Sports and Entertainment (www.perennialse.com), which collectively represent a number of well-known entertainers and dozens of professional football, basketball, and baseball players. In addition to serving his clients, McMorris serves on several NAACP committees, including the Economic Development Committee, the Legal Committee, the Image Awards Committee, and the SCF Trustee and Development Committee as the Committee Chair. McMorris is also a Diamond Life Member of the NAACP and a proud recipient of the Benjamin L. Hooks Keeper of the Flame Award, which he received in 2010 at the NAACP 101st Annual National Convention in Kansas City, MO.

ABOUT THE NAACP:

Founded in 1909, the NAACP is the nation's oldest and largest civil rights organization. Its members throughout the United States and the world are the premier advocates for civil rights in their communities, conducting voter mobilization and monitoring equal opportunity in the public and private sectors. For more information on the NAACP, please visit www.naacp.org.

ABOUT PERENNIAL STRATEGY GROUP:

Perennial Strategy Group is a strategic advisory firm that provides government relations and public affairs services for Fortune 500 companies, national non-profits, trade associations, and public-sector clients on a wide range of public-policy issues. The firm specializes in the areas of corporate-government collaboration, banking and financial services, community and economic development,

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grassroots development, and corporate global diversity. To learn more about Perennial Strategy Group, please visit www.perennialsg.com.

ABOUT PERENNIAL SPORTS AND ENTERTAINMENT:

Perennial Sports and Entertainment is a premier, full-service sports agency that represents NFL, NBA and MLB players and personalities. Its team brings a wealth of knowledge and experience to the table. Collectively, its agents have signed multiple 1st round picks and negotiated several multi-million dollar contracts. For more information, please visit www.perennialse.com.

ABOUT PERENNIAL LAW GROUP:

Perennial Law Group offers advice and counsel to all parties involved in the entertainment, media, and sports industries. With connections and resources across the country, Perennial Law Group offers assistance to athletes, entertainers, personalities, musicians, large and small companies, and non-profit organizations. To learn more about Perennial Law Group, please visit www.perenniallg.com.

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