



**FOR IMMEDIATE RELEASE**

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**Perennial Strategy Group Presents the Best of the East Dinner at Seed Food and Wine Festival**  
*CEO Lamell McMorris to Co-host Event*



**Miami, FL, November 4, 2016 –** For the second year in a row, Perennial Strategy Group and Perennial Sports are proud to support the Seed Food and Wine Festival, a week-long plant-based culinary celebration now in its third year in Miami Beach. The firm's CEO, Lamell McMorris, along with former NBA star John Salley, will be co-hosting the highly-anticipated Best of the East Dinner presented by Perennial Strategy Group.

Taking place on Nov. 4, 2016 at The Sacred Space Miami, the dinner promises a night to remember. Featuring three of the best plant-based chefs on the East Coast, guests will be guided through a culinary experience beginning with

cocktails and hors d'oeuvres, followed by a four-course wine-paired dinner. Featured chefs include Scott Winegard for Matthew Kenney Culinary with Plant Food and Wine, Miami; Allen Campbell with Tom Brady, Boston; and Jason Sellers with Plant, Asheville, NC. The dinner party is being held simultaneously with the Festival's Best of the West Dinner to celebrate the best of plant-based food on both coasts.

For more information on the Seed Food and Wine movement and to join in the weekend's festivities, please visit [www.seedfoodandwine.com](http://www.seedfoodandwine.com).

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**ABOUT LAMELL MCMORRIS**

Lamell McMorris is the founder and CEO of the Washington, DC-based group of companies bearing the Perennial name: Perennial Strategy Group and Perennial Sports. In his work, Mr. McMorris offers strategic insight and external affairs services to some of the nation's leading decision-makers in the private, public, and nonprofit sectors. As a lifelong advocate of civil, economic, and social rights, Mr.



McMorris serves as a member on numerous nonprofit and college boards, and volunteers his time with several youth-focused and mentoring organizations. He is frequently recognized for his entrepreneurial leadership and pragmatic, high-impact approach to effective advocacy, and he is often invited to speak at a wide range of conferences and events. Mr. McMorris holds a Bachelor of Arts in Religion and Society from Morehouse College and a Master of Divinity in Social Ethics and Public Policy from Princeton Theological Seminary.

#### **ABOUT SEED FOOD AND WINE**

Seed Food and Wine Wynwood & Miami Beach is the premiere plant based food and wine festival in the country. It is a week-long adventure to sip, savor, and experience conscious, sustainable plant-based living. All activities are carefully crafted to take guests through a one-of-a-kind journey from cooking demonstrations, wine tastings, celebrity chef dinners, craft beer and spirits tastings, the first ever veggie burger battle, fitness to body care, workshops, yoga, urban gardening, a 5k run, kid's day, and more. SFWF's line-up features something for everyone and showcases the beauty of the tropical paradise that is Miami and her beaches. Everything served during the festival is plant-based (vegan), and whenever possible, organic and non-GMO certified.