



For Immediate Release

Contact: Sarah Nowell

202.638.2357

snowell@perennialsfg.com

Lamell McMorris Named "Keepers of the Dream" Award Honoree

Reverend Sharpton and the National Action Network (NAN) honor Perennial Founder and CEO for his work toward achieving civil and human rights

Washington, D.C., April 4, 2011 – On the 43rd anniversary of Dr. Martin L. King, Jr.'s death, Perennial Strategy Group announces that its Founder and CEO, Lamell McMorris, will be honored by Reverend Al Sharpton and the National Action Network (NAN) at the 13th Annual Keepers of the Dream Awards Dinner on April 6 at the Sheraton New York Hotel & Towers. The award is given to individuals who work to advance Dr. Martin Luther King, Jr.'s legacy of social and economic justice.

"Lamell's passion for justice, equality, and the empowerment of all people has positioned him as one of our nation's young leaders worth honoring," said Reverend Al Sharpton, President of NAN. "His commitment to transforming the lives of others is one of the best extensions of Dr. King's work and evidence that he is among the best of today's leaders in our community."

McMorris is honored among the nation's top business leaders, celebrity activists, and philanthropists, such as Muhammad Ali, Samuel L. Jackson, and Earvin "Magic" Johnson. Through his professional endeavors and personal commitments, he has served as a mentor for troubled youth, a board member on several national and local nonprofits, and has contributed hundreds of thousands of dollars to initiatives that help young people achieve success and put families on the path to economic prosperity. McMorris's passion to affect change was fostered under the tutelage of the nation's foremost civil rights leaders and advocates.

McMorris's top accomplishments include: recipient of the "Sports Trailblazer" award, named "Power Player" and "Power Strategist" by Chicago's *Michigan Avenue* magazine, and named as one of the 100 Most Influential persons in the nation's capital by *Washington Life* magazine.

"A wise person once said, 'do all the good you can by all the means you can, in all the ways you can, in all the places you can, at all the times you can, to everyone you can,'" said McMorris. "That's how I try to live my life. If we all strive to live our lives consistent with that advice, then maybe we will represent all the ideals that this prestigious award represents."

President Barack Obama will attend the event, and actor, comedian, and activist Bill Cosby will deliver the keynote address.

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, grassroots development, and corporate global diversity.

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