



FOR IMMEDIATE RELEASE

Contact: Elizabeth Borders
202.638.5090
eborders@perennialsg.com

Southern Company and Perennial Strategy Group Host the Sixth Annual Evening of Excellence During the Congressional Black Caucus Foundation's 2014 Annual Legislative Conference

The Sixth Annual Evening of Excellence Event Drew Hundreds in Attendance and Many Special Guests

Washington, DC, October 6, 2014 – On the evening of Friday, September 26, 2014, [Southern Company](#) and [Perennial Strategy Group](#) joined together to host the Sixth Annual Evening of Excellence, which this year honored those who have brought about social change through their work in entertainment and the arts. Over 700 guests attended the event at the Ronald Reagan Building and International Trade Center in Washington, DC.

“We are proud to have worked with Southern Company to present such a unique event each year,” explained Perennial founder and CEO Lamell McMorris. “Amid a busy week of conference sessions, parties, and receptions, this event allows guests not only to enjoy themselves, but also to honor those who have made the world a better place.”

At the event, distinguished guests presented awards to four trailblazers in the arts and entertainment industry, including **Robert Battle**, artistic director of Alvin Ailey American Dance Theater; **Kenny Leon**, Broadway, film, and television director, and Tony Award-Winning Broadway Director of "A Raisin in the Sun;" **Debra L. Lee**, chairman and CEO of BET Networks, and **Rev. Al Sharpton**, National Action Network president and host of MSNBC's PoliticsNation. In addition to the award recipients and presenters, White House Senior Advisor to the President **Valerie Jarrett** gave remarks to those in attendance, including **Congressman John Lewis** and numerous other members of Congress. Songwriter and DJ **MC Lyte** served as the event's emcee, Grammy-nominated **Ledisi** provided a special performance, and DJ **D-Nice** provided entertainment at the after-party.

ABOUT THE PERENNIAL FAMILY OF BUSINESSES:

Perennial Strategy Group (www.perennialsg.com) is a strategic advisory firm that provides government, public, and community affairs consulting services to Fortune 500 companies, national nonprofits, 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, education, technology and communication, community and economic development, grassroots advocacy, and corporate social responsibility and global diversity. Its sister company, Perennial Sports and Entertainment (www.perennialse.com), is a premier, full-service sports agency that represents NFL and NBA players and personalities. Collectively, its agents have signed multiple first-round picks and negotiated several multi-million dollar contracts. Its team brings to the table a wealth of knowledge of the sports and entertainment industries and decades of experience working with athletes, entertainers, musicians, media personalities, and nonprofits.

###