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Strategy Group

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*Sports and Entertainment*

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**For Immediate Release**

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### **Investing in Hope**

Perennial Strategy Group and Perennial Sports and Entertainment partner with Becky's Fund for a fundraiser at the 2009 Virginia Gold Cup

Perennial Strategy Group and Perennial Sports and Entertainment teamed up with Becky's Fund for their 3<sup>rd</sup> annual "Investing in Hope" Fundraiser at the 2009 Virginia Gold Cup on Saturday, May 2<sup>nd</sup>. The event aimed to bring awareness to the importance of domestic violence education and prevention and promote activism in the Washington, D.C. region and beyond.

After hosting several successful events during Inaugural week that included partnerships with Essence and Washington Life magazines as well as the Carmelo Anthony Foundation and Ne-Yo's Compound Foundation, Perennial continues to establish relationships with groups that are involved within their communities and are advocates for a cause. "Becky's Fund is a growing organization with an important message," says Perennial Founder and CEO Lamell McMorris. "The Investing in Hope Fundraiser has been very successful over the past two years. It brings together a diverse group of individuals in a unique environment and Perennial is proud to be involved."

**Becky's Fund** was founded in November 2006 by Becky Lee, an advocate and attorney for battered women's rights. After seeing the lack of support for small domestic violence organizations, she decided to create an organization to help both battered women and other organizations that fight domestic violence continue their work. For more information, visit [www.beckysfund.org](http://www.beckysfund.org).

**Perennial Strategy Group** serves public, private, and non-profit clients targeting revenue generation strategies that utilize government and industry relations, global diversity, and management consulting expertise. **Perennial Sports and Entertainment** is a sports management firm, representing NFL football players, as well as the NBA referees union and the MLB umpires union. To learn more about Perennial Strategy Group, visit [www.perennialsg.com](http://www.perennialsg.com). For Perennial Sports and Entertainment, visit [www.perennialse.com](http://www.perennialse.com).

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## GOLD CUP: INVESTING IN HOPE

On behalf of Becky's Fund, we thank you for your gracious support and spirit for making Gold Cup: Investing in Hope, held on Saturday, May 2nd, our most successful event to date. Over 400 people contributed to continue our efforts on domestic violence prevention and awareness.

We would like to give out a big thank you to our sponsors who made this event possible: Michael Romeo Group, Perennial Sports and Entertainment, Perennial Strategy Group, Ferrari and Lamborghini of Washington, Smart Water, Maker's Mark, Grey Goose Vodka, DC Modern Luxury Magazine, Corona Beer, The Hattery, Tierra Floral Design and Skye Lounge.

For more information about Becky's Fund, please visit [www.beckysfund.org](http://www.beckysfund.org).

