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**The Perennial Family of Businesses Celebrates President Obama's Second Inauguration**

*Perennial Strategy Group Celebrates Civil Rights Achievements with Reverend Al Sharpton and Mayor Marc Morial;  
Perennial Sports and Entertainment Hosts Events with BET Networks and the IMPACT Arts and Film Fund*

Washington, DC, February 1, 2013: The Perennial Family of Businesses was honored to partner with BET Networks, the IMPACT Arts and Film Fund, the Honorable Marc Morial of the National Urban League, Reverend Al Sharpton of the National Action Network and MSNBC, and Tanya Lombard of AT&T, to host several galas and events during the January 2013 Presidential Inauguration.

“What President Obama’s Second Inauguration symbolizes is hope not just for one group of people, but for all of America, and that’s why we’ve gathered here to celebrate,” said Perennial Founder and CEO Lamell McMorris. “With so many of our clients and friends in town to attend the swearing-in and inaugural balls and galas, it made sense for us to take the opportunity to honor visiting leaders from the nonprofit community and host folks at our offices along the parade route.”

In acknowledgement and celebration of the birth of Rev. Dr. Martin Luther King, Jr., McMorris and AT&T Vice President of Public Affairs Tanya Lombard hosted an intimate pre-inaugural dinner on Sunday, January 20, 2013 honoring civil rights leaders, Rev. Al Sharpton and the Honorable Marc Morial, at Perennial’s offices at the Willard Office Building. On acknowledging the Rev. Dr. Martin Luther King, Jr.’s legacy, Morial said “We, in this generation, have to reflect and remember those tremendous contributions that laid the foundation for this day to be here.” Inspired by Morial and Rev. Sharpton’s remarks, the firm’s clients and special guests, including actor Chris Tucker, remembered the civil rights struggles of the past 50 years since the March on Washington.

The following day, on Monday, January, 21st, friends of Perennial Strategy Group were invited to enjoy the inaugural festivities, warm food and drinks, and the celebratory atmosphere from the comfort of the firm’s offices along the parade route. The hundreds of guests included Congressional staff, agency officials, nonprofit leaders, clients, and colleagues.

That evening, before the inaugural balls began, Perennial Sports and Entertainment joined the IMPACT Arts and Film Fund in hosting a star-studded dinner at Oya Restaurant. The dinner brought together a number of the celebrity surrogates from Obama for America and hundreds of well-dressed Inaugural Ball attendees. Guests were able to mingle and pose for photographs with entertainers that included Actor Kate Walsh and rap icon MC Hammer.

Over one thousand guests were able to join Perennial Sports and Entertainment and other sponsors at the BET Inaugural Gala at the National Portrait Gallery late on Monday night. Guests enjoyed cocktails in the Perennial upstairs lounge and were treated to live performances from entertainers MC Lyte, Doug E. Fresh, and Bell Biv DeVoe.

For additional information about the events and complete image galleries, please visit [www.perennialsg.com](http://www.perennialsg.com) or [www.perennialse.com](http://www.perennialse.com).

About PERENNIAL STRATEGY GROUP:

Perennial Strategy Group is a strategic advisory firm that provides government, public, and community affairs services for 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 banking and financial regulation, healthcare, technology and media, energy, consumer products and services, sports and entertainment, corporate diversity, and corporate social responsibility. For more information, please visit the firm's website at [www.perennialsg.com](http://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](http://www.perennialse.com).

About PERENNIAL LAW GROUP

Perennial Law Group offers advice and counsel to various parties involved in the entertainment, media, and sports industries. Uniquely positioned in Washington D.C., but 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. For more information, please visit [www.perenniallg.com](http://www.perenniallg.com).

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