
For Immediate Release

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Children's National Medical Center and Washington, DC Youth Nonprofit Organizations Honor Perennial Strategy Group Founder Lamell McMorris
McMorris Will Be Recognized at a Reception in His Honor This Friday

Washington, DC, September 7, 2011 - The Child Health Advocacy Institute of Children's National Medical Center, the Diana L. and Stephen A. Goldberg Center for Community Pediatric Health, Life Pieces To Masterpieces, and the Healthy Babies Project have chosen to honor Perennial Strategy Group Founder and CEO, Lamell McMorris, for his individual commitment and dedicated service to the nation's children. McMorris will be recognized at a reception in his honor this Friday evening, September 9, 2011, from 6 - 8pm at The Willard Intercontinental Hotel, located at 1401 Pennsylvania Avenue, NW.

Lamell McMorris, a native Chicagoan, moved to Washington, DC in 2002 to open Perennial Strategy Group, a strategic advisory firm that provides government relations and public affairs services to Fortune 500 companies, national non-profits, trade associations, and public-sector clients on a wide range of public-policy issues and corporate matters. Within a few years, McMorris also opened the Perennial Law Group and Perennial Sports and Entertainment, which represents a number of well-known entertainers and dozens of professional football and basketball players. In addition to serving his clients, McMorris serves on the Board of Directors for Life Pieces To Masterpieces and has volunteered with the organization for nearly 10 years. He has also been actively involved with the Children's National Child Health Advocacy Institute and the Healthy Babies Project for the past three years as well, mentoring youth in these programs and encouraging them to value education and entrepreneurship.

The area nonprofits have chosen to recognize McMorris for his "passion for justice, for equality and for the empowerment of all people." "This honor is an opportunity for me to lift up the mission of these incredible organizations and to recognize those who work tirelessly to improve the lives of children and youth who are at-risk in our communities," said McMorris. "A wise man once said to me 'Imagine a seed that has been planted and nurtured - that blossomed over time into a big grand oak tree with roots that can never be severed.' Like seeds, children must be nurtured in order for them to succeed, and we all share in this responsibility to nurture the children around us."

ABOUT CHILDREN'S NATIONAL CHILD HEALTH ADVOCACY INSTITUTE:

The Child Health Advocacy Institute (CHAI) at Children's National identifies and studies threats facing children, and develops and implements programs to address those threats. As a national leader in the field of pediatric health advocacy, its goal is to improve health outcomes through discovery, delivery and the dissemination of best practices. For more information, please visit: www.childrensnational.org/advocacy.

ABOUT LIFEPIECES TO MASTERPIECES:

Life Pieces To Masterpieces (LPTM) is a DC-based organization that provides opportunities to discover and activate the innate and creative abilities of its members in order to transform

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life's challenges into possibilities. LPTM has identified effective, innovative, and replicable strategies that have resulted in a dramatic improvement of the early childhood and youth development experiences of young, underserved, African American males living in our nation's capital. For more information, please visit: www.lifepieces.org.

ABOUT HEALTHY BABIES PROJECT:

The Healthy Babies Project, Inc. (HBP) is a private, not-for-profit, community-based support organization for women who are pregnant and families with young children in the District of Columbia. HBP helps at-risk D.C. families have healthy babies and move out of the cycle of poverty. For more information, please visit: www.healthybabiesproject.org.

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