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**For Immediate Release**

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**Perennial Strategy Group Founder Lamell McMorris Honored by  
Children's National Medical Center and Washington, DC Youth Nonprofit  
Organizations**

*Area nonprofits chose to recognize McMorris for his passion for  
justice and the equality and empowerment of all people*

Washington, DC, October 5, 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 honored Perennial Strategy Group Founder and CEO, Lamell McMorris, for his individual commitment and dedicated service to the nation's children. McMorris was recognized at a reception in his honor on Friday, September 9, 2011, at the Willard Intercontinental Hotel.

"I would like to thank those who attended and supported the 'Serving the Nation's Children' reception on September 9<sup>th</sup>," said McMorris.

"It was a humbling experience to be honored by organizations whose missions are dear to my heart - Children's National, Healthy Babies Project, and Life Pieces to Masterpieces. In their own way, each of these organizations provides services to improve the lives of our nation's children."

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 Perennial Law Group and Perennial Sports and Entertainment, which collectively represent 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, mentoring youth in these programs and encouraging them to value education and entrepreneurship.

"Please join me and become 'a drum major' for the health and wellness of our children by supporting these wonderful organizations. In Dr. Martin Luther King, Jr.'s The Drum Major Instinct sermon, he stated: 'You only need a heart full of grace, a soul generated by love. And you can be that servant,'" said McMorris in a statement at the reception. As he accepted this honor, he encouraged those

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attending to join him in working to improve the lives of our children.

Please visit the link below to share in the special evening.

<http://www.dcchildrensfoundation.com/site/PageNavigator/serving.html>  
[Please visit www.perennialsg.com for additional information.](http://www.perennialsg.com)

**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](http://www.childrensnational.org/advocacy).

**ABOUT LIFE PIECES 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 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](http://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](http://www.healthybabiesproject.org).

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