

## Larnell McMorris elected to NAACP board

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The NAACP National Board of Directors elected Larnell McMorris as one of the Board's youngest and newest members on Saturday, February 18, 2012. The election took place at the 103rd NAACP Annual Meeting at the New York Marriott Marquis Hotel in New York City.

"I am both humbled and honored to be elected to the NAACP National Board of Directors. This great organization has been at the forefront of all civil rights organizations for more than a century, and is continuing to advocate each day for the political, educational, social, and economic equality rights of all people," said McMorris. "I am excited to be part of the leadership that will shape policy for the NAACP, and continue the fight in eliminating discrimination in our nation and throughout the world."

McMorris, a native Chicagoan, moved to Washington, DC in 2002 to open Perennial Strategy Group ( [www.perennialsg.com](http://www.perennialsg.com) ), 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 ( [www.perenniallg.com](http://www.perenniallg.com) ) and Perennial Sports and Entertainment ( [www.perennialse.com](http://www.perennialse.com) ), which collectively represent a number of well-known entertainers and dozens of professional football, basketball, and baseball players. In addition to serving his clients, McMorris serves on several NAACP committees, including the Economic Development Committee, the Legal Committee, the Image Awards Committee, and the SCF Trustee and Development Committee as the Committee Chair. McMorris is also a Diamond Life Member of the NAACP and a proud recipient of the Benjamin L. Hooks Keeper of the Flame Award, which he received in 2010 at the NAACP 101st Annual National Convention in Kansas City, MO.