

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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For Immediate Release

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11,000 Ways to Make a Difference: 2019 Ethical Consumer Guide Released in SF

6th Edition of Labor 411 San Francisco Offers More Responsible Shopping Choices, Spotlights Notable Worker Victories

MEDIA AVAILABILITY: Labor 411 President Cherri Senders

LOS ANGELES – With income inequality and citizen activism continuing to dominate the news cycle in Donald Trump’s America, Labor 411 gives consumer warriors a key tool to help strengthen our nation’s economy. The newly-released 2019 Labor 411 Guide to San Francisco features more than 11,000 ways in print and online that ethical consumers can shop their values and help support good middle-class American jobs every time they open their wallets. In addition to empowering consumers, the 6th edition of the nation’s No. 1 union directory offers several features spotlighting victories by organized labor members both locally and nation-wide.

“The ‘good fight’ spotlights in our directory show just how much labor has accomplished while facing some truly challenging opponents,” said Cherri Senders, Founder and Publisher of Labor 411. “But we still have so much work to do. The current administration in the White House and a labor-unfriendly National Labor Relations Board won’t let us rest. Smart consumers in the San Francisco Bay Area can do their part by supporting ethical union businesses that give their employees a voice on the job.”

Labor 411 SF is produced in conjunction with the San Francisco Labor Council, AFL-CIO.

“The Labor 411 directory gives users the power of information and of choice,” said Rudy Gonzalez, Executive Director of the San Francisco Labor Council. “By supporting the businesses in this directory that employ our members and treat them with dignity and respect, we are exercising our power as consumer activists.”

By supporting businesses that treat their employees well with fair pay, good benefits and safe working conditions, Labor 411 believes that we create a rising tide that lifts all boats. Cherri Senders has previously called for an ethical consumer movement in several op-eds, including the [LA Daily News](#), [Sacramento Bee](#), [Huffington Post](#), and [AlterNet.org](#).

Founded in 2008, Labor 411 also produces annual print guides in Los Angeles, Washington, DC and Philadelphia with New York City set to join the lineup soon. In addition to its print directories, Labor 411’s website (www.labor411.org) and app allow consumers to support living-wage companies in their communities and avoid retailers that do not treat their workers well. Labor 411 reaches millions of fans on [Facebook](#) each month.

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