

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

LOS ANGELES | SAN FRANCISCO | WASHINGTON, D.C. | PHILADELPHIA

For Immediate Release

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June 13, 2018

Labor 411 Honors Ethical Difference Makers at Blue Tie Gala

Kaiser Permanente, UFCW 770 Cannabis Campaign Recognized for Their Efforts as Good Job Creators

MEDIA AVAILABILITY: Cherri Senders is available for comment and interviews

LOS ANGELES – Labor 411 continued its “Decade of Making a Difference” with its inaugural Blue Tie Gala during which the organization recognized two difference makers in the Ethical Consumer Movement. Kaiser Permanente, which employs more than 122,000 workers, will receive the Ethical Business Award and the United Food and Commercial Workers (UFCW) Local 770 will receive the Ethical Emerging Industry Award for a cannabis organizing campaign that has helped create hundreds of thousands of good union jobs.

Fifth District Los Angeles City Councilmember Paul Koretz will present the awards at the gala Thursday, June 14 at the W. Hotel in Hollywood.

“Healthcare and the legal cannabis industry are two of the fastest growing job providers both in Los Angeles and nationally,” said Labor 411 President and Founder Cherri Senders. “Organizations like Kaiser Permanente and UFCW make a significant impact by helping to create good jobs that help strengthen the middle class. We are pleased to honor their contributions to the local economy and to the Ethical Consumer Movement.”

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

Now in its 10th year, Labor 411 produces annual print guides in Los Angeles, San Francisco, Washington, DC and Philadelphia with New York City coming soon. In addition to its print directories, Labor 411’s website (www.labor411.org) allows 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.

The Blue Tie Gala benefits the Labor 411 Foundation, the nonprofit educational arm of Labor 411. The mission of the Foundation is to advocate for the creation and protection of good jobs through consumer activism.

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