

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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

For Immediate Release

Contact: Evan Henerson: 818-884-8966, ext. 1102

September 27, 2018

Labor 411 Celebrates A Decade of Making a Difference *Enhanced and Expanded Website Makes It Easier for Ethical Consumers to make the Right Choices*

With income inequality continuing to be one of the dominant issues facing working Americans, Labor 411 continues its “Decade of Making a Difference” with the launch of its updated Labor 411 website www.Labor411.org. With expanded features and user-friendly mobile capability, the website makes it easier for ethical consumers to shop their values and support good middle-class American jobs every time they open their wallets.

“Since the launch of Labor 411 in 2008, our goal has been to demonstrate how simple it is for consumers to make good choices that support companies who treat their workers fairly,” said Labor 411 Founder and President Cherri Senders. “Digital advancements have made our goal that much easier to realize. Thanks to our website enhancements, the thousands of people who use Labor 411 as their go-to ethical shopping guide can access our more than 10,000 listings and blogs more easily and faster.”

The new website better showcases Labor 411’s popular blog series as well as its directory of union-made goods and services. The site also makes better use of social engagement and highlights the five partnering Labor 411 cities.

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](#).

Founded in 2008, Labor 411 produces annual print guides in Los Angeles, San Francisco, Washington, DC and Philadelphia with New York City set to join the lineup in 2019. With more than 75,000 unique visitors per month, the Labor 411 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.

For more information regarding Labor 411, please contact Evan Henerson at 818-884-8966 ext. 1102 or evan@sendersgroup.com.

MEDIA AVAILABILITY: Cherri Senders is available for comment and interviews.