

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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

For Immediate Release

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Labor 411 Brings Union “Phun” to Philly *3 Upcoming Sports, Social and Cultural Events Highlight Union Pride in the City of Brotherly Love*

Demonstrating how the practice of supporting good middle class jobs can be as fun as it is easy, Labor 411 will bring some ethical consumer pride to the great union city of Philadelphia. During the week of October 15, the publisher of the nation’s #1 guide to union made goods and services will be co-sponsoring a union night promotion at the Wells Fargo Center and an exclusive Union whiskey and beer tasting at the Hilton Penn’s Landing. Labor 411 is also a supporter of the production of Lynne Nottage’s timely play “Sweat” at the Philadelphia Theater Company which opens its four-week run Wednesday, October 17.

“Whether you like sports, high end whiskey tasting, the arts or a little bit of all three, you’ll find it in Philly with Labor 411,” said company President and Founder Cherri Senders. “We are excited to cheer, raise a glass and join the artistic discussion at locations around the great union city of Philadelphia, all in the interest of supporting our mission to create good jobs and build a stronger middle class.”

On **Tuesday, October 16**, Labor 411 co-sponsors **Labor Union Night at the Wells Fargo Center** as the Philadelphia Flyers take on the Florida Panthers in an exciting NHL showdown. The puck drops at 7 pm and tickets include a special union night t-shirt. On **Thursday, October 18**, Labor 411 invites union members, friends and family to an unforgettable happy hour with an all-union Whiskey and Beer tasting sponsored by Jack Daniel’s at the elegant Hilton Penn’s Landing. The event runs from 5:30 – 7:30 pm.

The week of October 15 will also see the opening of “**Sweat**” at PTC’s Suzanne Roberts Theatre. The Pulitzer Prize-winning play, in its Pennsylvania premiere, chronicles the downturn of a Reading, PA factory. Union members can receive special discounts for the entire run of the show and Labor 411 will participate in a Union Night audience talk back following the performance on **Thursday, November 1**.

“From the concession workers and the players at the Wells Fargo Center to the staff at the Hilton Penn’s Landing to the actors and technicians at PTC, each of the venues have a strong union presence,” said Senders. “We encourage supporters of ethical businesses to enjoy these great labor friendly events. As we’re having fun, together we’ll build a stronger America.”

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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.

What: Labor Union Night at the Flyers

When: Tuesday, October 16, 7 pm

Where: Wells Fargo Center, 3601 S. Broad St., Philadelphia 19148

Tickets: Buy Tickets [here](#).

What: Union Whiskey & Beer tasting

When: Thursday, Oct. 18, 5:30-7:30 pm,

Where: Hilton Philadelphia at Penn's Landing, 201 South Christopher Columbus Boulevard Philadelphia, 19106

Tickets: Buy Tickets [here](#).

What: "Sweat"

When: Previews begin October 12, runs through November 4. Union Night, Thursday, November 1

Where: Suzanne Roberts Theatre, 480 S. Broad Street, Philadelphia, 19146

Tickets: [Information and Tickets](#)

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