

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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Shopping Your Conscience this Holiday Season? There's an App for That!

*From Tasty Treats to Snazzy Hotels, the New Labor 411 App
puts 11,000 Ethical Products at your Fingertips*

Just in time for the holidays, supporters of the Ethical Consumer Movement have a new tool that puts smart shopping literally at their fingertips. Labor 411's newly-released mobile app allows users to easily access the No. 1 guide to over 11,000 union-made products and services – from Ghirardelli's chocolate to top-rated hotels and over 250 beers to dozens of spirits. Available for download to both Apple and Android devices, the Labor 411 App also lets browsers access the full array of Labor 411's content including shopping lists, blogs and suggestions for fun things to do this holiday season in each of Labor 411's five partnering cities: Los Angeles, San Francisco, Washington DC, Philadelphia and New York City.

“Labor 411 has always maintained that making smart, ethical choices every time you open your wallet is easy,” said Labor 411 Founder and President Cherri Senders. “The 411 App makes the process that much easier.”

Labor 411's mission is clear: By supporting businesses that treat their employees well with fair pay, good benefits and safe working conditions, consumers can help strengthen the middle class and create a stronger America. Senders has previously called for a consumer movement that lifts all boats in several op-eds, most recently published by the [Sacramento Bee](#), [Los Angeles Daily News](#), [Huffington Post](#) and [AlterNet.org](#).

Founded in 2008 and having just celebrated a decade of making a difference, Labor 411's print and online guides now include more than 11,000 listings covering hotels, restaurants, retail outlets and other businesses in four of the nation's top consumer markets. Labor 411's website (www.labor411.org), allows consumers to determine where their shopping dollars can support living-wage companies and their communities and avoid retailers that do not treat their workers well.

MEDIA AVAILABILITY: Labor 411 Founder and Publisher Cherri Senders is available for interviews

The app is now available for download in the App store
<https://itunes.apple.com/us/app/id1441836969?mt=8>

and on Google

https://play.google.com/store/apps/details?id=com.mobincube.labor_411.sc_D2UN2P&fbclid=IwAR3wjROYTVvhFp7oGLBJtkl-4cmVBI5qNgBcUyOSPDOjtM9MuRTA1ypa5ug .

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For more information regarding Labor 411 or to speak with publisher Cherri Senders, please contact Evan Henerson at 818-884-8966.