



For Immediate Release
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Labor 411 Kicks Off BuyBlue, A New Consumer Spending Campaign

April 11-17 to be dedicated to celebrating those companies that support the middle class

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

LOS ANGELES – Putting action to its mission, Labor 411 launched its first-annual [BuyBlue](#) week on Monday. During the week-long campaign, Labor 411 is asking American consumers to “BuyBlue” by purchasing goods and services from companies that provide good jobs in the U.S.A.

As part of the campaign, participants will also cast their votes for the BuyBlue “Best of” Awards, which will commend ethical companies that treat their workers well with fair pay, good benefits and respect on the job. Participants who pledge to BuyBlue or cast their vote in the “Best of” Awards will be entered into drawings for some great American-made prizes.

“With nearly 70 percent of the U.S. economy based on consumer spending, BuyBlue week is a chance for Americans to make a conscious effort to make ethical purchases and give a boost to the middle class,” said Labor 411 Founder Cherri Senders. “And it’s going to be a whole lot of fun, too!”

For more information on the BuyBlue campaign visit www.labor411.org/buyblue.

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 a consumer movement that lifts all boats in several op-eds, most recently published by the [Sacramento Bee](#) and [Los Angeles Daily News](#).

Founded in 2008, Labor 411 produces annual print guides in Los Angeles, San Francisco and Washington, D.C.; and later this year will debut the new Labor 411 Philadelphia. In addition to its print line up, Labor 411’s website (www.labor411.org) features geolocating and allows consumers to pinpoint by neighborhood where their shopping dollars can support living-wage companies in their communities and avoid retailers that do not treat their workers well. Labor 411’s [message resonates](#), reaching millions of fans on [Facebook](#) each month.

For more information regarding Labor 411 or to speak with publisher Cherri Senders, please contact Robert Fulton at 818-884-8966 ext. 1110 or robert@sendersgroup.com.

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