

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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Labor 411 Calls for Mass Consumer Movement

**Writing in the *Sacramento Bee*, Labor 411 Founder Cherri Senders proposes
“closing the gap between our values and our buying habits”**

MEDIA AVAILABILITY: Cherri Senders is available for comment and interviews

LOS ANGELES – The folks behind Labor 411 – the nation’s largest guide for savvy buyers who want to shop where employees are paid livable wages – are asking consumers to put their money where their values are this holiday shopping season.

[Writing in the *Sacramento Bee* on Friday, Dec. 5](#), Labor 411 founder and publisher Cherri Senders made her pitch for a mass consumer movement to support companies that provide good jobs and “help us rebuild the disappearing middle class.”

“Living your values does not mean self-sacrifice,” Senders writes. “Nor does it mean striving for perfection; 10 percent is all we ask. Shifting even that small percentage of consumer spending from businesses that treat their employees poorly to those that reward hard work could have an enormous impact on corporate behavior. High-road employers would make more money, enabling them to hire more workers, while the bottom feeders would be compelled to alter their practices.”

Founded in 2008, Labor 411’s print and online guides now include more than 6,000 listings covering hotels, restaurants, retail outlets and other businesses in three of the nation’s top consumer markets: Los Angeles, San Francisco and Washington, DC.

Labor 411’s recently redesigned website (www.labor411.org) allows consumers to pinpoint by neighborhood where their shopping dollars can support living-wage companies and their communities and avoid retailers that do not treat their workers well. Labor 411 also produces annual print guides in Los Angeles and San Francisco, and will be launching a Washington, D.C. edition in early 2015.

For more information regarding Labor 411 or to speak with publisher Cherri Senders, please contact Robert Fulton at 818-884-8966 ext. 110 or robert@sendersgroup.com

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