

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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Nation's Leading Good Jobs Shopping Directory to Launch Washington, DC Edition

Guide Will Make It Easier for Residents and Tourists in Nation's Capital to Put Their Money Where Their Values Are

LOS ANGELES —The nation's largest guide for savvy buyers who want to shop where employees are paid livable wages is expanding to the nation's capital.

On Nov. 18, Labor 411 is launching its Washington, DC online edition (www.labor411.org). The guide allows consumers to pinpoint by neighborhood where their shopping dollars are helping communities the most and, at the same time, avoid retailers that do not treat their workers well.

Labor 411's print and online guides now include over 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.

"The surge of fair wage ordinances has created an opportunity for responsible businesses to appeal to consumers who want to support good jobs," says Joslyn Williams, President of the Metro Washington Council, AFL-CIO. "This powerful consumer movement must be built on the ground in the nation's most important cities, and our nation's capital, which stands as a symbol to the world of American values, should be one of the leaders of this movement."

Washington, DC is one of the nation's top tourist destinations, drawing nearly 19 million people and generating \$6.2 billion in visitor spending in 2012 alone. Labor 411's DC guide will make it easy for residents and tourists to patronize employers that pay their employees a living wage, and drive business to these employers.

"Expanding to the nation's capital is a major step forward in the effort to make it easy for consumers to support good jobs and ethical businesses with their buying power," says Labor 411 publisher Cherri Senders. "As the movement for good jobs continues to grow, it is critical that Americans can direct their consumer dollars to employers that honor the value of fair pay for hard work."

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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