

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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Labor 411: Harness Consumer Power to Fight Economic Disparity

Writing in the *L.A. Daily News*, Labor 411 Founder Cherri Senders continues to make the case that ethical consumer spending is a must

MEDIA AVAILABILITY: Cherri Senders is available for comment and interviews

LOS ANGELES – Labor 411 – the nation’s largest guide for savvy buyers who want to shop where employees are paid livable wages – is asking consumers to put their money where their values are in 2015.

[Writing in the L.A. Daily News on Thursday, Jan. 8](#), Labor 411 founder and publisher Cherri Senders continues to bang the drum for a mass consumer movement that supports companies that provide good jobs.

“The key to success is letting the American public know that they have a choice between spending their money on companies that provide good jobs and companies that don’t — and that it matters,” Senders writes in the *Daily News*. “If just 10 percent of the American public began to exercise their spending power to support employers that provide decent wages, it would create inexorable economic pressure on businesses to increase wages and make a serious dent in the income gap.”

Labor 411’s op-ed in the *Daily News* follows [an op-ed in the Sacramento Bee](#) asking consumers to fight inequality by shopping wisely.

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. 1110 or robert@sendersgroup.com

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