

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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Labor 411 Releases Ethical New Year's Celebration (and Relief) Guide

From what bubbly to buy to hangover relief, Labor 411 makes it easy to ring in 2015 while supporting high-road businesses

MEDIA AVAILABILITY: Labor 411 founder Cherri Senders is available for comment/interviews

LOS ANGELES – Labor 411 – the nation's largest guide for savvy buyers who want to shop where employees are paid livable wages – has released a New Year's shopping guide just in time to ring in 2015.

The [New Year's Celebration \(and Relief\) Guide](#) features products produced by businesses that treat their employees well through fair compensation, good benefits and safe work environments. Products in the guide include everything one needs to ring in the New Year: champagne and sparkling wine, liquor, beer and snacks. The guide also includes options for post-party relief, including headache and stomach medication, and coffee.

“The New Year is all about fresh starts,” says Labor 411 founder Cherri Senders. “We need to take this opportunity in 2015 to resolve to improve our economy and strengthen the middle class by making an effort to spend our consumer dollars at high-road businesses. If we shift just 10 percent of consumer spending to those businesses that properly reward hard work, we can impact the lives of millions of American workers.”

In a recent [Op-Ed published by the Sacramento Bee](#), Senders made her case for a consumer movement that supports good jobs and strengthens the middle class.

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, D.C.

Labor 411's newly redesigned website (www.labor411.org), which features geolocating, 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 x110 or robert@sendersgroup.com.

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