

# Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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## Labor 411 Releases Holiday Gift Guide

*With one week left in the gift-buying season, the nation's largest consumer guide to high-road businesses makes it easy to put your money where your values are*

**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 holiday shopping gift guide just in time for the final week of the holiday shopping season.

The [Holiday Gift Guide](#) features products produced by businesses that treat their employees well through fair compensation, good benefits and safe work environments. Products in the gift guide range from home goods, clothing and sporting goods to stocking stuffers like candy, batteries and spirits.

“This is a critical time for consumers to make a difference,” says Labor 411 founder Cherri Senders. “Nearly 20 percent of all consumer spending is done during the holidays. Shifting just 10 percent of our consumer dollars to businesses that treat their workers well, we can make a huge difference in the lives of millions of people and begin to turn the tide in the battle against income inequality.”

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](http://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](mailto:robert@sendersgroup.com).

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