

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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Contact: Robert Fulton: 818-884-8966 ext 1110

Unprecedented Support Overloads Labor 411 Website *Beer and Super Bowl snack lists, media attention set traffic record*

MEDIA AVAILABILITY: Cherri Senders is available for comment and interviews

Following the release of its [Definitive Union Beer List](#) and party fare selections, Labor 411's website (www.labor411.org) was overloaded today due to unprecedented volume.

Also on Thursday, Labor 411 was featured on [News Channel 8 in Washington, D.C.](#), and popular blog site [Capital & Main](#) published an op-ed written by founder Cherri Senders.

"This just goes to show that our message is beginning to resonate with people," says Senders. "It also doesn't hurt that we featured one of America's favorite beverages – beer – right before the Super Bowl."

Labor 411's tech team was busy addressing the issue.

More than a jaw-dropping \$1 billion is expected to be spent on snacks alone for Super Bowl XLIX. Using Labor 411's product spotlights, fans can rest assured knowing that the beverages and snacks they've purchased were made or distributed by companies that support their employees well through fair wages, good benefits, and safe working conditions.

As Labor 411 founder Cherri Senders stated in her recent article for *Capital & Main*, supporting high-road businesses will strengthen the middle class – and strengthen America.

"Good wages make a stronger America for all of us — your friends, your neighbors and your community," Senders said in writing for the blog *Capital & Main*. "If we were to **dedicate just 10 percent** of spending on products and services made by companies that paid their employees well, the change we would feel in our communities would be obvious and immediate."

Labor 411 has previously called for a consumer movement that lifts all boats in op-eds published by the [Sacramento Bee](#) and the [L.A. Daily News](#).

Founded in 2008, Labor 411's print and online guides now include more than 8,000 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 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 2015.

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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