

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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Support for Good American Jobs Hits New High *More than 100,000 Social Media Fans Signals New Era of Ethical Spending*

MEDIA AVAILABILITY: Cherri Senders is available for interviews

With 2016 came a new surge in the labor movement and the public's willingness to spend its money with companies that treat their workers with dignity. More than 100,000 people have now liked Labor 411's Facebook page and joined in the fight against income inequality and the degradation of the middle class in America via the support of ethical American companies. Furthermore, Labor 411's message through social media regular reaches millions of people each week.

"In an election year it's natural to see more and more Americans reflect on their values and what they find to be critical paths our country needs to travel down," said Labor 411 Founder and Publisher Cherri Senders. "Income inequality has become a hot-button issue and Labor 411 is grounded in the very idea that everyone in this country should have a fair shot and be able to provide for his or her own."

Labor 411's mission is clear: By supporting businesses that treat their employees well with fair pay, good benefits and safe working conditions, we strengthen the middle class and we strengthen America. Senders has previously called for a consumer movement that lifts all boats in several op-eds, most recently published by the [Sacramento Bee](#) and [AlterNet.org](#).

Founded in 2008, Labor 411's print and online guides now include more than 10,000 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 website (www.labor411.org), featuring 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 recently launched its premiere Washington, D.C. edition.

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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