

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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Labor 411, UNITE HERE Join Forces to Promote Socially Responsible Employers

Two groups will work to harness consumer dollars for stronger economy

MEDIA AVAILABILITY: Cherri Senders is available for comment and interviews

It's a natural fit. Both organizations care about jobs – good middle class jobs that will help build a stronger America. Today, Labor 411, the nation's #1 socially responsible consumer guide, and UNITE HERE, the union representing hospitality workers, are pleased to announce a new strategic partnership to promote an ethical consumer movement and highlight socially responsible employers.

“Our mission is to make it easier for consumers to make a difference every time they go to the grocery store, stay at a hotel or go out to eat. By choosing to buy goods and services from companies that treat their employees well with good pay, benefits and safe working conditions, they are helping to build a stronger economy,” said Cherri Senders, founder and publisher of Labor 411. “UNITE HERE is a key ally in our fight. We both have the same goals: good jobs for all workers. We're delighted to be teaming up.”

Together, Labor 411 and UNITE HERE will continue in their missions of educating consumers on how their spending habits can affect good corporate behavior and help create more good middle class jobs. The two will both be present at the Democratic National Convention in Philadelphia in July, where Labor 411 will distribute thousands of Philly-centric “buy union” guides to convention goers.

“Labor 411 is an important leader in the ethical consumer movement, and UNITE HERE is proud to be partnering with them on our Fair Hotel program,” said Ben Mantle, Fair Hotel representative. “A Fair Hotel is also a union hotel – with fair wages, fair benefits, fair treatment and fair working conditions. When you stay at any of the more than 900 Fair Hotel locations, you make a difference by supporting those hotels where workers have the opportunity for a better life.”

Founded in 2008, Labor 411 produces annual print guides in Los Angeles, San Francisco and Washington, D.C.; and later this year will debut the new Labor 411 Philadelphia. In addition to its print line up, Labor 411's website (www.labor411.org) allows consumers to pinpoint where their shopping dollars can support living-wage companies in their communities and avoid retailers that do not treat their workers well.

UNITE HERE represents 270,000 working people across Canada and the United States in the hotel, gaming, food service, manufacturing, textile, distribution, laundry, transportation, and airport industries. They are also behind the Fair Hotel campaign, which helps consumers find socially responsible union hotels (www.fairhotel.org).

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