

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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A Union-Made Fiesta

Celebrate Cinco de Mayo While Supporting Good Jobs

MEDIA AVAILABILITY: Cherri Senders is available for comment and interviews

Our country's diversity is reflected in the labor movement, a movement that includes cultures from around the globe. Keep that in mind when celebrating Cinco de Mayo next week. If you're throwing a bash, Labor 411 has [the goods](#) to make your fiesta both fun and union friendly.

And that's what Labor 411 is all about – making it easy and fun to support good jobs with our every-day purchases. As 411 President and Founder Cherri Senders explained in a [recent op-ed in the L.A. Daily News](#), by supporting businesses that pay their workers well, we encourage that behavior while strengthening the middle class.

“Labor activists need to harness the growing demand to address economic inequality and direct some of it toward building a consumer movement for good jobs,” Senders said. “If consumer behavior starts to tilt in favor of businesses that provide middle-class wages and benefits, the marketplace will respond.”

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

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, DC.

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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