



For Immediate Release  
June 29, 2015

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# Patriotism, Every Day

*The heart of Labor 411 lives in its support of our country,  
its workforce and the quality products they make*

**MEDIA AVAILABILITY: Cherri Senders is available for comment and interviews**

Labor 411 was born of patriotism. The Labor 411 motto of supporting good jobs is based in a patriotic duty to strengthen this country via a healthy and happy workforce. Every time we open our wallets can be a patriotic statement: We care about how our money is spent and where it goes.

This Fourth of July, as we celebrate America's independence from tyranny while spending time with family and friends, keep in mind "consumer patriotism" and what it can mean for our nation. Americans will spend more than \$6 billion on food items this Independence Day. If just 10 percent of that went to high road businesses, the impact would be substantial.

"The Fourth of July is one big celebration, so Labor 411 has put together [a list of products](#) that are made by union hands that will be a great addition to any party," said Labor 411 Founder Cherri Senders. "By purchasing these products, shoppers are making a clear choice in ethical consumerism and at the same time showing their patriotism."

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 op-eds published by the [Los Angeles Business Journal](#), [L.A. Daily News](#) and the [Sacramento Bee](#).

Founded in 2008, Labor 411's print and online guides now include more than 8,500 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](http://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.

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