

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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

L.A. Raises the Minimum Wage

Higher Wages Change Lives for the Better

Applauding L.A.'s historic vote, Labor 411 founder says more can be done

MEDIA AVAILABILITY: Cherri Senders is available for comment and interviews

Statement from Labor 411 President and Founder Cherri Senders: “Kudos to the Los Angeles City Council for its vision in voting to raise L.A.’s minimum wage to \$15.25. This is a game changer for 800,000 working families toiling in poverty in the nation’s second largest city.

But L.A. should not be alone in taking this huge step forward. In order to be successful and raise the most vulnerable among us out of poverty, LA County and the surrounding cities also need to increase their minimum wage. Everyone needs a living wage in order to support themselves and their families.

We also need to think outside the box. Increasing wages does not have to be limited to the world of laws and policy. Consumers carry the biggest voice. As I’ve written [in the L.A. Daily News](#) and [the Sacramento Bee](#), our country needs to embrace a consumer-driven movement in which we put our money where our values are. If we, as a nation, start to spend our considerable consumer dollars at businesses that offer good wages and treat their employees with respect, the impact would be immediate and far reaching. Money spent with these socially responsible businesses would encourage more of these positive policies. These businesses, in turn, could then expand and hire more employees, which would spread the wealth and help raise the middle class.

We should not just settle for the minimum.”

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Cherri Senders is publisher of Labor 411, a directory of high road employers. Labor 411’s print and online guides 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, DC. Labor 411’s new website (www.labor411.org) allows consumers to pinpoint by neighborhood where their shopping dollars can support living-wage companies and avoid retailers that do not treat their workers well.

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.