

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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

robert@sendersgroup.com

Celebrating Labor Day with Labor 411

Consumer guide promotes a stronger America, shines light on inequality

After seven years of publishing the nation's #1 directory of union goods and services, Labor 411's message of building a consumer movement to support good jobs is resonating with a public increasingly fed up with unconscionable levels of income inequality.

Labor 411, the nation's favorite consumer guide to supporting good jobs, believes that every time someone purchases a product from companies that treat their workforce well with fair pay, safe working conditions and good benefits, they are helping to build a stronger America.

With Labor Day right around the corner, it's the ideal time to highlight this message. Labor 411 has made great strides in the past year in spreading its vision of a consumer-led movement that strengthens the middle class:

- Founder Cherri Senders' message has made the editorial pages of the [Sacramento Bee](#), [L.A. Daily News](#), the [L.A. Business Journal](#), [Alternet](#) and more!
- Labor 411 has also been featured in regular segments [for UCOMM Radio](#) on 77 WABC in New York City, and in interviews on [The Union Edge](#).
- In 2015, Labor 411 released its first-ever [Washington, D.C. print directory](#), its third city-specific guide following Los Angeles and San Francisco.
- [Labor 411's revamped website](#) came online last fall, now featuring more than 8,500 goods and services, searchable city directories with geolocating, product spotlights, popular blogs and more.
- Labor 411's social media presence continues to grow, highlighted by 80,000 fans on [Facebook](#) and a growing weekly reach of more than 1 million.

“Labor 411's vision of harnessing just 10 percent of the \$3 trillion consumers spend annually to support good jobs has made some significant strides this past year, but there's so much more to be done,” said Labor 411's Cherri Senders. “While we celebrate this Labor Day, we must remember that the middle class continues to shrink and income inequality continues to widen. A labor-friendly consumer movement can help make a difference.”

To speak with Cherri Senders in advance of any Labor Day 2015 coverage, please contact Robert Fulton at 818-884-8966 ext 1110 or robert@sendersgroup.com.

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