

# Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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## Philadelphia to Partner with Labor 411 on Good Jobs Consumer Guide

*Ethical Shopping Guide Expands to Fourth City*

**MEDIA AVAILABILITY: Cherri Senders and Patrick Eiding are available for interviews**

Labor 411, the nation's #1 guide to union-made products and services, is pleased to announce the addition of Philadelphia as the fourth city in its consumer movement to support good jobs.

The City of Brotherly Love and Sisterly Affection joins Los Angeles, San Francisco and Washington, D.C. as part of the Labor 411 family. A city-specific print edition for Philadelphia is currently set for this summer of 2016, just in time for the Democratic National Convention.

"Philadelphia is pleased to join Labor 411 in supporting good jobs through the purchase of union-made products and services. We believe it's a very effective way to bolster a lagging middle class," said Patrick Eiding, President of the Philadelphia Council AFL-CIO. "Philadelphia is a beautiful and historic union city with a robust tourism industry. We believe it is a great fit with the Buy Union, Buy American movement and will help create more good jobs to the region."

Founder and publisher of Labor 411, Cherri Senders added, "We are delighted to add Philadelphia to our line-up of great union cities, and look forward to putting together an ethical shopping guide that reflects its rich history and personality."

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 several op-eds, most recently published by the [Sacramento Bee](#) and [AlterNet.org](#).

Founded in 2008, Labor 411's print and online guides now include more than 10,000 listings covering hotels, restaurants, retail outlets and other businesses in three of the nation's top consumer markets: Los Angeles, San Francisco and Washington, 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. Labor 411 also produces annual print guides and entertainment guides in Los Angeles, San Francisco, and Washington, D.C.

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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](mailto:robert@sendersgroup.com)