

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

LOS ANGELES | SAN FRANCISCO | WASHINGTON, D.C. | PHILADELPHIA



to Support a **Stronger** Economy

MEDIA ADVISORY for Tuesday, April 11, 2017

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Labor 411 Kicks Off Ethical Consumer Week

Langer's Deli to be Recognized for Supporting the Middle Class, Rights of Workers

On Tuesday, April 11, Labor 411 along with Labor leaders and City Councilmembers will launch Ethical Consumer Week by honoring Norm Langer and Langer's Deli with its first-ever Buy Blue Ribbon Award. The Award is given out to ethical companies that treat their workers fairly and give them a voice on the job. At Langer's Deli, all 42 employees are represented by Unite Here! Local 11. Norm is proud to say his iconic restaurant in Macarthur Park has been a union shop since 1970.

Labor 411 believes that by making the choice to spend our money on products and services that are made by workers who are treated fairly, and paid living wages, we help build stronger communities and strengthen the middle class. Ethical Consumer Week is a celebration of the power of consumers to help create good jobs, encouraging and educating the public about how their daily spending habits can strengthen our economy and our communities. To "Buy Blue" is to put ethical shopping into action – consumers using their wallets to send a message by patronizing socially responsible companies.

WHAT: Labor 411 Ethical Consumer Week Award Ceremony and Press Conference
WHO: Maria Elena Durazo, Vice Chair of the Democratic National Committee
Councilmember Gil Cedillo
Councilmember Bob Blumenfield
Tom Walsh, President, Unite Here! Local 11
Norm Langer, owner, Langer's Delicatessen
Cherri Senders, President and Founder, Labor 411.
WHEN: Tuesday, April 11, 10:30 a.m. to 11 a.m.
WHERE: Langer's Deli, 704 South Alvarado, Los Angeles, CA 90057
MORE INFO: www.labor411.org

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Labor 411's mission is to make it easy and fun for consumers to use the power of their wallet to help create good jobs. By supporting businesses that treat their employees well with fair pay, good benefits and safe working conditions, we can all create a stronger economy. Cherri Senders has previously highlighted the importance of an ethical consumer movement in several op-eds, including the [Sacramento Bee](#), [LA Daily News](#) and in a [regular blog on Huffingtonpost.com](#). Founded in 2008, Labor 411 produces annual print and online shopping guides (www.labor411.org) in Los Angeles, Philadelphia, San Francisco and Washington, D.C. with over 10,000 ways consumers can make a difference every day.