

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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Labor 411 Helps You Shop Your Way to a Stronger America This Holiday Season

Ethical shopping list for the holidays can boost middle class, says the publisher of the nation's top consumer directory for supporting good jobs

MEDIA AVAILABILITY: Cherri Senders is available for comment and interviews

LOS ANGELES – For nine years, Labor 411 has promoted a movement to re-energize the American middle class by purchasing products and services that support good jobs in this country. This holiday season, the nation's #1 guide to ethical products boasts a Holiday Shopping List that encourages consumers to shop their way to a stronger America.

The list features a wide range of options from family games to sweets all the way up to cars for ethically-minded consumers who want to funnel their consumer dollars toward companies that provide living wages and a healthy work environment for its employees.

“During a season when so many Americans are spending money on gifts for their loved ones, we also want to recognize employers that treat their workers well,” said Labor 411 Founder and Publisher Cherri Senders. “By spending their money carefully, consumers of the same ethical mindset support those middle- and working-class employees who provide a solid foundation for the American economy.”

Labor 411's mission is clear: By supporting businesses that treat their employees well with fair pay, good benefits and safe working conditions, we create a rising tide that lifts all boats. Senders has highlighted the importance of an ethical consumer movement in several op-eds, most recently published by the [Sacramento Bee](#) and the [LA Daily News](#) and; and in a [regular blog on Huffingtonpost.com](#).

Founded in 2008, Labor 411 produces annual print guides in Los Angeles, Philadelphia, San Francisco and Washington, D.C. Labor 411's website (www.labor411.org) allows consumers to pinpoint where their shopping dollars can support living-wage companies in their communities and avoid retailers that do not treat their workers well.

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