

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

For Immediate Release
Feb. 13, 2015

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Love (for a Strong Middle Class) is in the Air *Labor 411 says even Valentine's Day is an opportunity to support good jobs*

MEDIA AVAILABILITY: Cherri Senders is available for comment and interviews

The continued campaign to support companies and products that offer good wages and benefits continues at Labor 411 with the consumer guide's most recent release of a labor friendly product list for those celebrating Valentine's Day. The "[Valentine's Day Picnic](#)" compilation consists of chocolates, wine and sandwich-making supplies.

"Our goal is to provide consumers with every possible opportunity to make informed purchases that support forward-thinking companies that treat their employees fairly," said Labor 411 Founder Cherri Senders. "Why not have a fun Valentine's Day option, too?"

The National Confectioners Association claims \$700 million in chocolate candy sales are made in the U.S. during the Valentine's week, and 83 percent of Americans will share candy or chocolate on that day. The NCA also claims 8 billion NECCO brand conversation hearts will be produced this year, a product Labor 411 includes on its list.

Labor 411 has previously called for a consumer movement that lifts all boats in op-eds published by the [Sacramento Bee](#) and the [L.A. Daily News](#).

Founded in 2008, Labor 411's print and online guides now include more than 8,000 listings covering hotels, restaurants, retail outlets and other businesses in three of the nation's top consumer markets: Los Angeles, San Francisco and Washington, DC.

Labor 411's recently redesigned website (www.labor411.org) 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 in Los Angeles and San Francisco, and will be launching a Washington, D.C. edition in 2015.

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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