

Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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

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Start Spreading the News: NYC to Join the Labor 411 Family

Ethical Consumer Movement, Union-Made Directory Expand to Fifth City

MEDIA AVAILABILITY: Labor 411 Founder and Publisher Cherri Senders is available for interviews

Labor 411, the nation's No. 1 guide to union-made products and services, is pleased to announce the addition of New York as the fifth city in its Ethical Consumer Movement to support good jobs. New York City joins Los Angeles, San Francisco, Washington, D.C. and Philadelphia as part of the Labor 411 family. A city-specific print edition for New York is currently set for 2018.

"We are proud to work with Labor 411 to help promote union vendors, goods, and services in and around New York City," said Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO. "We are a union-made city, and this partnership provides an opportunity to help showcase the working men and women who help make and keep our city great."

"Labor 411 is delighted to add New York to our line-up of great union cities. We're also honored to be working with President Alvarez and the NYCCLC to create a guide that reflects the city's rich union history and personality," added Labor 411 Founder and Publisher Cherri Senders.

Labor 411's mission is clear: By supporting businesses that treat their employees well with fair pay, good benefits and safe working conditions, consumers can help strengthen the middle class and create a stronger America. Senders has previously called for a consumer movement that lifts all boats in several op-eds, most recently published by the [Sacramento Bee](#), [Los Angeles Daily News](#), [Huffington Post](#) 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 four of the nation's top consumer markets. New York will be the fifth top city. In addition, Labor 411's 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.

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For more information regarding Labor 411 or to speak with publisher Cherri Senders, please contact Evan Henerson at 818-884-8966 ext. 1102 or evan@sendersgroup.com