

# Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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## More Than 200 Ways to Enjoy the Big Game

*Labor 411 demonstrates how to create a stronger America with beer list, snack ideas*

**MEDIA AVAILABILITY: Cherri Senders is available for comment and interviews**

In keeping with its mission of “Making it Easy to Support Good Jobs,” Labor 411 has released its [Definitive Union Beer List](#) along with party fare selections just in time for the Super Bowl.

More than a jaw-dropping \$1 billion is expected to be spent on snacks alone for Super Bowl XLIX. While watching the Seattle Seahawks and New England Patriots battle it out in the Big Game, fans can rest assured knowing that the beverages and snacks on these lists were made or distributed by companies that support their employees well through fair wages, good benefits and safe working conditions.

As Labor 411 founder Cherri Senders stated [in her recent article for \*Capital & Main\*](#), supporting high-road businesses will strengthen the middle class – and strengthen America.

“Good wages make a stronger America for all of us — your friends, your neighbors and your community,” Senders said in writing for the blog *Capital & Main*. “If we were to **dedicate just 10 percent** of spending on products and services made by companies that paid their employees well, the change we would feel in our communities would be obvious and immediate.”

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](http://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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