



L O S   A N G E L E S

# Labor 411

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Contacts:  
Brandon Ortiz (818) 395-0620  
Cherri Senders (818) 422-2787

## **LA Labor Publishes 2010 Responsible Consumer Shopping Guide to Support Good Jobs**

### ***LA Labor 411: Union Directory to help public make ethical consumer choices when purchasing goods and services***

**(Los Angeles)** – Today the Los Angeles County Federation of Labor, AFL-CIO released the second edition of its popular, **LA Labor 411**, a directory of union goods and services, that this year makes it even easier for consumers to purchase products from employers providing good jobs and benefits. The 2010 edition features more consumer goods, an online shopping guide and comparison charts in various industries that makes comparing hotel meeting spaces, political consultants and printers even more simple.

“It is all part of our fight for good, middle class jobs,” said Los Angeles County Federation of Labor, Executive Secretary-Treasurer, Maria Elena Durazo. “Good jobs depend on purchasing decisions people make every day. When you buy union-made products, not only are you assured of quality goods and services produced by a proud, skilled, well paid workforce, but you can also feel good knowing you’re supporting workers and vendors who are working together to rebuild our middle class.”

In trying economic times like these, good paying jobs are more critical than ever. From young families starting out to retiring seniors, all workers need to have the security of a good paycheck, affordable health care and a secure pension. **LA Labor 411** promotes these efforts by supporting businesses that care about their communities.

“Our goal with the second edition of **LA Labor 411** was to continue to build on our credibility and usefulness of last year’s directory. The directory has now become a trusted reference among thousands of our union affiliates and friends,” said publisher Cherri Senders, President of Senders Communications Group, which specializes in non-profit and union communications. “Now more than ever, people need to think not just about what they are buying, but who they are buying it from.”

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**LA Labor 411** harnesses the considerable purchasing power of labor's 800,000 union workers in the LA-area. According to a study by the Economic Roundtable, *The Economic Footprint of Unions in Los Angeles*, LA union members spend over \$51 BILLION a year in rent, mortgage, restaurants, dry cleaning, movies, cars, insurance and other services. Furthermore, LA union member salaries led to the creation of 307,100 jobs.

Thousands of copies of the guide are being distributed to the Federation's 350 union affiliates, national labor unions, event planners, government agencies and hundreds of community allies and progressive organizations.

Vendor categories include:

- **Event Planning** (*Hotels, Conferences & Performance Venues*)
- **Healthcare** (*Providers, Clinics, Hospitals*)
- **TV, Stage & Film Production Companies** (*Studios, Crews, Equipment*)
- **Professionals** (*Financial Services, Lawyers, Insurance, Communication*)
- **Building Trades** (*Apprenticeship Programs, Contractors, Developers*)
- **Education** (*Adult Schools, Community & State Colleges*)
- **Printers** (*Commercial, Specialty, Quick Print*)
- **Utilities & Infrastructure** (*Public Utilities, Oil & Gas*)
- **Consumer Products & Services** (*Including Auto and Grocers Section*)

For more information on the **Labor 411** directory, go to: [www.LALabor411.com](http://www.LALabor411.com). An online version of the directory can be found on the Federations website at [www.launionaflcio.org](http://www.launionaflcio.org).

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