

## Mrs. Oregon 2016 helps moms reach their breastfeeding goals

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*Courtesy of Helen Anderson/Milkies*

Helen Anderson of Portland, Oregon brings a unique story of hard work, dedication, caring and success to the title of Mrs. Oregon 2016, proving that beauty and brains do go hand in hand. As a registered nurse and creator of Milkies, Helen's personal and professional mission is to educate and support mothers along their unique [breastfeeding](#) journeys.

As a wife and mother to three children, Helen's journey as an inventor and mompreneur began as result of her own breastfeeding experiences. While working as a nurse in busy emergency room and trauma center, Helen learned first-hand how challenging breastfeeding could be with her first son, Colton. Like so many working moms, she struggled with juggling breastfeeding and storing milk for her 12 hour shifts. Despite her best intentions, she was only able to breastfeed Colton for ten months instead of the full year that she had planned.

When her second son, Henry, was born in 2007 Helen was a mom on a mission to pump and store as

much breast milk as possible. During Henry's first month, however, he ate constantly, leaving Helen with little to no opportunity to pump. On top of that, she was leaking two or more ounces of her precious breast milk from her non-nursing side each time she fed him. Helen was determined to find a solution that would help her collect that leaked breast milk each time she nursed. When she was unable to find anything on the market, she began to talk to her friends and many of them were experiencing the same problem. She then spoke to her own mother who is also a registered nurse and together they decided to develop a product to solve the problem. A year and a half later in 2008, Helen founded her company, Milkies, and its flagship product the Milk-Saver was ready for store shelves.

Today, the Milk-Saver is sold all over the world online and in retail stores to help mothers meet their breastfeeding goals. Helen oversaw every part of building Milkies into not only a world class brand but also into a trusted source for breastfeeding information and support. In 2013, Helen sold Milkies to Fairhaven Health and joined their team to oversee product development and write for the company's blog which focuses on the latest research and evidence-based recommendations for breastfeeding. As a trusted expert on breastfeeding, Helen continues to share her knowledge and educate mothers through her podcasts, articles, columns, keynote speeches and Babies R' US breastfeeding classes. In early 2016, Helen achieved her dream of earning an advanced degree when she completed her coursework for a Master's of Science in Nursing.

Helen wants to use her platform as Mrs. Oregon 2016 to continue to spread her message of encouragement and support. For many breastfeeding moms, encouragement and support is key to their success. Helen's presence in the breastfeeding community has allowed moms to start the conversation with one another and share their own struggles and experiences. "Every mother wants the very best for her children, we have so much in common and often our experiences are very similar," says Helen. "Let's have an honest discussion about what works and what doesn't, no judgment!"

For more information on Helen Anderson and Milkies, visit [www.MyMilkies.com](http://www.MyMilkies.com).



## **Frank and Karen Apablaza**

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