

FOR IMMEDIATE RELEASE:

2017 World Breastfeeding Week Celebrated By Pumpndo, Hands-Free Pumping Bra Invented By Local Mom

HESPERIA, MICHIGAN, AUGUST 1, 2017 - [World Breastfeeding Week](#) kicks off today, August 1st, and concludes Monday, August 7th. As the Week begins, owner and inventor of Michigan-based Pumpndo, Julie Burrell, celebrates one year in business. The Center for Disease Control and Prevention (CDC)'s most recent [Breastfeeding Report Card](#) highlighted that 81.1% of all infants born in 2013 started out breastfeeding. The Report also shows that despite the fact the majority of mothers not only want to breastfeed, but are actively trying to do so, they are most likely not receiving the support they need to continue breastfeeding long-term.

As millions around the globe celebrate the beauty and benefits of breastfeeding this week, Burrell's mission is front and center. She is passionate about providing women the support and resources they need to continue breastfeeding their babies by helping ensure a successful breastfeeding and breast pumping experience.

As our lives get busier and mothers continue to be pulled in every direction, now, more than ever, moms need solutions that make their lives easier. [Pumpndo](#) is a must-have for any pumping mom. Instead of an expensive hands-free option, hundreds of moms across the country are opting for a discreet, affordable option that is made right here in Michigan.

Burrell's focus on helping breastfeeding moms comes after her 40 (cumulative) months of breastfeeding her own children.

"Breastfeeding can be difficult and many women struggle. Unfortunately, not every mom has a supportive tribe surrounding her, and that can hinder her success with breastfeeding. I want to be part of every mom's tribe, providing them with factual advice that I've learned over a few years of breastfeeding myself and the hours of research I've done," Burrell shares.

As she celebrates Pumpndo's one-year anniversary, Burrell is proud of her business' successes to date and she is optimistic about the opportunities to continue assisting other mothers over the coming years. She is actively working to continue expanding and engaging with more mothers throughout the country to provide the support and solutions they need to bond with and breastfeed their children, this Week and beyond.

About Pumpndo

Pumpndo is an accessory that converts a nursing bra into a hands-free pumping bra. All products from Pumpndo LLC can be purchased on [pumpndo.com](#) or [amazon.com](#) as well as at select local retailers.

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