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Joan Lunden to appear at ABC Kids Expo

Will promote her child safety product, Kinderkord

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LAS VEGAS – Joan Lunden, one of America’s most recognized and trusted television personalities will return to the ABC Kids Expo in Las Vegas to promote and sell her child safety product, Kinderkord. As one of the most visible moms in America, Lunden helped millions of American families start each day as the longest running host of Good Morning America. She is an award-winning television journalist, best-selling author, motivational speaker, mother of seven, and now inventor and entrepreneur. Joan Lunden defines “today’s working mother.”

Lunden has been a constant and reassuring presence in American homes for over 25 years, keeping families informed on the latest information and products to help keep their homes and families safe. After having two sets of twins via surrogate, Lunden and her husband Jeff Konigsberg found that the child safety market was missing something: the perfect product to help stay physically connected with children while out in public. Lunden and Konigsberg created their own solution: Kinderkord.

The Kinderkord safety system consists of lightweight wristbands worn by adult and child, each with a retractable tension cord attached to a small stainless steel hook. When needed, the hooks easily attach, creating a physical connection between the two. With a unique opening-to-opening design, the hooks cannot become unintentionally disconnected while in use. Because of the wrist-to-wrist application, Kinderkord allows a parent to discreetly keep a child close and safe without having to hold hands at all times.

“A child’s natural instinct is to explore. A parent’s natural instinct is to protect.” says Konigsberg. “Kinderkord allows for both.”

Lunden adds, “Any parents know that it can only take a second for their child to vanish and I want to help ease that worry, while still allowing children to explore the world around them. Necessity is the mother of invention and we wanted something that would allow us to feel safe and confident while out in crowded places without the stigma of a harness or leash. I hope that this product gives other parents the peace of mind that we now enjoy.”

Kinderkord is ideal for staying connected to your child while visiting shopping malls, airports, city streets, department stores, grocery stores, beaches, amusement parks, etc. Some moments require an adult’s attention or use of both hands and Kinderkord allows for that without the fear of losing your child.

Lunden and Konigsberg launched Kinderkord last September, debuting the product in Babies R Us nationwide. After a successful first year, they will now be offering a second generation of the product offering exciting new features.

The new Kinderkord offers the “3-2-1” option, which allows adult and child to connect with up to 3 feet, 2 feet, or 1 foot between them. Also, now consumers will be able to purchase the Kinderkord as an adult/child set or as single parent or child bands to supplement as needed. The new versions will also offer a sleeker look than the traditional nylon bands for those who prefer it. This sleek new design will be available for purchase at the show.

Lunden has dedicated much of her career to parenting and family safety. As well as hosting her weekly series Hometown Heroes on DirecTV, she has now been named the host of Lifetime Television’s Health Corner, presented by Walgreens. The weekly “health infotainment” television series educates women on important issues such as improving health, childcare, and nutrition.

This season Lunden has been named spokesperson for their “Safe Kids Campaign” which will be a regular segment educating parents on topics such a bike helmet safety and toy safety. Lunden was voted “Mother of the Year” by the National Mothers Day Committee and “Career Mother of the Year” by the National Institute of Infant Services. She has served as national spokesperson for Mothers Against Drunk Driving, the American Lung Association’s campaign on the dangers of smoking and pregnancy, the American Red Cross, and Oral B and the American Academy of Pediatrics’ “First Steps to a Healthy Smile.”