

She's mother of invention

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Add "inventor" to Joan Lunden's resume.

The broadcaster, author, speaker and spokeswoman -- along with her husband, Jeff Konigsberg -- has developed an alternative way to tether parents to wandering toddlers.

Their KinderKord is available at Babies R Us stores, arriving on shelves about a year after the couple had the light-bulb moment after wrangling their two sets of twins -- now 5 1/2 and 3 1/2 years old. Its design rejects the common harness style, a look Lunden has disliked for 20 years, she said.

"It's like a dog leash," Lunden said. "I didn't like it then, and I still don't."

With the KinderKord, both adult and child wear wristbands with retractable cords. Those fasten together and extend for a 3-foot connection.

"It will be an extension of holding your child's hand and not let them run into the street or run through the mall," Lunden said, adding parents would still have enough free hands to "carry your Starbucks and all your packages."

It retails for \$19.99.

Lunden, who hosted ABC's Good Morning America for 17 years, will promote the product on Tuesday and Wednesday at the International Association of Amusement Parks and Attractions convention at the Orange County Convention Center.

She has been a regular visitor to Central Florida since working as a commentator for Walt Disney World holiday parades. Last year when she was on vacation there with her young ones, a not-yet-for-sale version of the product gained a lot of attention while they were in the theme parks.

"I could've sold 5,000 in a day," Lunden said. "Everyone stopped and said 'That's such a great idea.' "

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