

Joan Lunden's Crusade To Keep Kids Safe

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One of America's favorite moms is on a nationwide crusade to promote something that might prevent a family tragedy.

Contact 13's Tricia Kean talked with former Good Morning America co-host Joan Lunden.

She is an inspiration to women everywhere.

At age 54, she made national headlines with her decision to have children.

Wednesday at 57, Joan is the mother of seven kids, three of whom are grown.

She has two sets of twins with her second husband, Jeff.

"I think that the most important job in the world is the job of being a parent. I also think it is the hardest job," explained Joan.

Joan and Jeff have committed their lives to keeping kids safe and families happy and healthy.

The couple attended the ABC Kids Expo in Las Vegas at the Las Vegas Hilton Convention Center, promoting their new product called the KinderKord.

The KinderKord is a wristband that keeps kids close to their parents without the stigma of a leash or harness.

"This is an extension of your hand. It is a cord that goes out from the parent and a cord that goes out from the child's wristband and connects," said Joan.

Hundreds of other vendors were at the expo.

As for Joan herself she says she loves coming to Las Vegas and will always remember her toughest assignments ever, as a showgirl on the Las Vegas strip.

"That was really hard. In order to be able to come out and not look like a total fool," said Joan.

Joan Lunden has also created a camp for mothers and working women called Camp Reveille.

She calls it a wake up call for your life.

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