



Joan Lunden Creates Child Safety Product: KINDERKORD

Parents know that it only takes a second for a child to vanish. Joan Lunden, former co-host of ABC's Good Morning America, and one of the most well known and trusted moms in America, launches a new product that will change the way we think about keeping our children safe. The new child safety system, KinderKord, was invented and developed by Lunden and her husband, Jeff Konigsberg, who owns and operates children's summer camps.

Necessity is the mother of invention. "As the parents of two sets of young twins," says Lunden, "we recognize the difficulties of staying connected to our children when we're out in public." KinderKord helps us maintain contact without the stigma of a leash or harness. We hope this product gives other parents the peace of mind we now enjoy when we're with our children in busy and crowded places."

The KinderKord Safety System consists of light weight nylon wristbands worn by parent and child, each housing a retractable tension cord attached to a small metal hook. When needed, the hooks easily attach, creating a physical connection between the two, up to three feet long. With a unique opening-to-opening design, the patented hooks cannot become unintentionally disconnected while in use. KinderKord allows you to discreetly keep your child close and safely in tow without having to hold his or her hand 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."

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.

"The retractable cord," says Lunden "allows a child the freedom to explore the world while providing you with peace of mind knowing your child is always within arm's reach."

For more information about KinderKord please visit www.kinderkord.com

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