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ToddlerCoddler Hits News Show Circuit *Mom-Invented Product to be Featured on National TV*

POTOMAC FALLS, VA – ToddlerCoddler founder Susan Dunk will appear on several news shows to talk about her mom-invented product, the ToddlerCoddler.

FOX National News has taped a segment that includes Dunk as one of their guests. Dunk is a Potomac Falls, Va., stay-at-home mother of two who invented the ToddlerCoddler, a product that prevents sleeping children from “slumping” in their car seats or boosters while traveling. The segment focuses on mothers who have invented popular products that are now readily available on the market. An air date has not been set for the segment.

CNN American Morning, a news show dedicated to features and breaking news, will air a live segment Oct. 3 at 7a.m. EDT that features Dunk, who will speak along with another mom inventor about how to go about getting an idea/invention to market.

The Morning News on KTLA-TV in Los Angeles will feature the ToddlerCoddler Oct. 7 as a must-have product for parents during the busy holiday traveling season.

“There are so many creative and innovative parents out there,” said Dunk. “I get calls all the time from people who have an idea and don’t know how to take it to the next step. I hope this helps them. ”

ToddlerCoddler is an award-winning product that provides head, neck and lateral support to prevent sleeping children from "slumping" in their car seat or booster. It also can be used in jogging strollers, umbrella strollers and on airplanes. All that is needed is a headrest or seatback.

Dunk and her ToddlerCoddler also have been featured on ABC’s “The View” with Barbara Walters. ToddlerCoddler was chosen by *Parenting Magazine* (July 2004) as a *Parenting Mom Pick*. It also has won the iParenting Media Award for Best Products for 2004 in the Gear Category.

The ToddlerCoddler Web site is available at www.toddlercoddler.com.