Founder Facts

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 Born in Camden, NJ, Rudderow Sturn, an only child, was raised by two loving parents in a neighborhood of lower-middle income families. Educated in the New Jersey public school system, Sturn came to understand that education was her portal to all things better and heard from her parents that “knowledge is power.”

 Sturn's childhood experiences and more importantly, her role as a mother to two sons and two stepsons, has been key inspiration in the development of The JNP Project. She believes that the ultimate challenge is raising confident, happy and compassionate children in an increasingly complicated world.

 Rudderow Sturn is the descendant of Thomas Wright Rudderow, a notable American in naval history. Born in 1885, Thomas Rudderow joinied the navy in 1914, and served in World War I and II. Lieutenant Commander Rudderow was killed when his ship was torpedoed by U-402 off the North Carolina coast in 1942. The Rudderow class destroyer escort Rudderow (DE-224) is named in his honor. Dona Rudderow Sturn’s affinity for all things nautical works its way into the underwater world of Awesome in the Jane & Jake’s Adventures series.

 Dona Rudderow Sturn returned to her family’s naval roots in Annapolis when she established The JNP Project. She spent several years developing the initial brand, characters, and the marketing path to target and reach children in need of books and toys that would enhance their self-esteem.

 In January 2015, The JNP Project opened its national headquarters and first retail space in downtown Annapolis.

 Instrumental in the development of this new book series, is the international team of writers and experts whom Rudderow Sturn has brought together.  Never before has there been such a cross-border collaboration on a children’s series.