**NEWS** February 3, 2015

**MEDIA ADVISORY**

***JNP Project Opens Official Headquarters in Annapolis, MD with February 17th***

***Ribbon-Cutting Ceremony***

***Creator, Publisher of Kids’ Books on Self-Esteem, Educational Programs, Resources for Parents/Teachers, Makes Annapolis Home Base***

**WHAT:** A **self-esteem empowerment storybook series for kids ages 5-12+, the JNP Project™**

helps kids **discover their “inner awesome” so they can grow into self-assured leaders. The Project is also a *movement* that nurtures character, courage, and confidence in kids, while initiating and supporting age-appropriate educational materials for parents and educators, interactive website resources, and kids’ sports gear, among other services.**

**WHO:** JNP Project Founder, Creative Director, Artist, and Author Dona Rudderow Sturn; City Officials; Board of Education Members, School Principals, Librarians, Local Business and other Members of the Community

**WHEN:** Tuesday, February 17, 2015

**9:**30 a.m. to 11:00 a.m.

**WHERE:** 126 West Street (in the Loews® Hotel, entrance off West Street only)

**Annapolis, MD 20401**

**WHY:**  **Lack of self-esteem is a major developmental problem for today’s kids.** The JNP Project was developed to help kids find their self-worth as they grow. Research shows that low self-esteem can cause fear, anxiety, anger, panic attacks and other dysfunctional behavior.According to a University of Iowa study, **the average two-year old child hears 432 negative statements per day,** but only 32 positive statements. Author Jack Canfield, of Chicken Soup for the Soul fame, notes that **80 percent of children entering first grade scored high on self-esteem, but by fifth grade only 20 percent scored high, and by high school, only five percent.**

**MEDIA:** For interviews or additional information please contact Dona Rudderow Sturn or Georgiana Francisco below.

###

**Media Contact Media Contact**

Georgiana Francisco Dona Rudderow Sturn

ByGeorge Communications The JNP Project

[gf@bygeorgecommunications.com](mailto:gf@bygeorgecommunications.com) dona@thejnpproject.com

609-714-9660 | 609-417-4190 410-224-3878