**NEWS FOR IMMEDIATE RELEASE**

**The JNP Project™, Creator of Kids’ Self-Esteem Development Books, Asks Kids to Discover Their “Inner Awesome”: Wiley H. Bates Middle School Helps Launch**

**“Acts Of…” Boomerang It! Challenge February 17th**

**ANNAPOLIS, MD (February 3. 2015)** [The JNP Project](http://thejnpproject.com/,)™, creators of a new **self-esteem empowerment storybook series for kids ages 5-12+, will officially open its doors with a ribbon cutting ceremony on Tuesday, February 17, 2015 at 9:30 a.m., at** 126 West Street in Annapolis**. Federal and city officials, local businesses, educators and other members of the community are expected to attend.**

**In addition to the formal ribbon cutting, children from the Wiley H. Bates Middle School will participate in an *Inner Awesome Action “Acts Of…” BOOMERANG IT! Challenge* later in the day. The kids will be asked to “Do something good. Do it right. Make a Positive Difference.” Their acts of good deeds will then be shared on the JNP website until the Challenge reaches a million. Those good things will then be boomeranged globally.**

**Not just a series of self-esteem books for kids, The JNP Project is also a *movement* that nurtures character, courage, and confidence in kids. The project also initiates and supports age-appropriate educational materials for parents and educators, interactive website resources, and kids’ sports gear, among services. Books can be purchased at** <http://thejnpproject.com> or at the JNP retail store located at 26 West Street in Annapolis. Digital versions can be purchased at <http://thejnpproject.com/product-caategory/aventure-stories/>.

**About The JNP Project**

Founded by Dona Rudderow Sturn, The JNP Project is staffed by seasoned, international professionals and guided by an accomplished Advisory Committee. With national headquarters based in Annapolis, Maryland, The JNP Project combines original artwork and design with proven teaching methods and outstanding storytelling in an interactive chapter-book adventure series for girls and boys.

All JNP components are supported by an interactive website featuring an adult public forum, a Members Only private Q&A to-the-professionals forum, a kids’ forum to talk to Jane and Jake directly, downloadable activities, music, and more. It also gives parents, grandparents, caregivers, homeschoolers, educators, teachers and counselors tools to help kids develop confidence, strengthen self-esteem, and grow into assured leaders. The umbrella brand, known as *The World of Jane NOT Plain*™, has been successfully tested via its original book entitled, *Jane NOT Plain and the Pearls of Wisdom*.

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