**NEWS FOR IMMEDIATE RELEASE**

**THE JNP PROJECT™, CREATORS OF NEW CHILDREN’S BOOK SERIES ON**

**SELF-ESTEEM, OFFICIALLY OPENS ANNAPOLIS DOORS WITH**

**FEBRUARY 17TH RIBBON CUTTING CEREMONY**

**ANNAPOLIS, MD (January 29, 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.**

**The JNP Project recently launched its introductory book, *Jane & Jake’s Adventures to Awesome: the Journey Begins* and Book One entitled, *Jane & Jake’s Adventures to Awesome Truth.* Book Two will soon be available.**

**(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/>.)

**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 gar, among services.**

Founded by Dona Rudderow Sturn, The JNP Project is staffed by seasoned 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 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 talk-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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