**NEWS FOR IMMEDIATE RELEASE**

**The JNP Project™ Asks Area School Kids to Discover Their “Inner Awesome” With**

***Boomerang It!* *Challenge* beginning March 20th**

**ANNAPOLIS, MD (March 18, 2015)** [The JNP Project](http://thejnpproject.com/,)™, creators of a new **self-esteem empowerment storybook series for kids ages 5-12+, will launch Phase One of the *Inner Awesome Action “Good Acts Of…” BOOMERANG IT!* *Challenge* with children from area schools, as well as other schools in the nation, on March 20, 2015. On that day, JNP also officially opens its international headquarters at 126 West Street in Annapolis with a ribbon cutting ceremony at 9:30 A.M. City officials, local businesses, educators, and other members of the community will be in attendance.**

**The kids that “take the Challenge” will be required to “Do something good. Do it right. Make a Positive Difference.” Their good “Acts of….” can then be shared on the JNP website—inspiring others to take the Challenge and empower their self-esteem. Our goal is to ultimately total one million good-acts around the world!**

**Not just a series of self-esteem books for kids, The JNP Project is also a *movement* that nurtures character, courage, and confidence, beginning in young children. In addition, the Project offers products and services: age-appropriate educational materials for parents, grandparents, caregivers, educators, counselors and homeschoolers; interactive website resources and activities; kids’ gear; and on-line subscription services. Printed books and all other products can be purchased on the website,** [www.theJNPproject.com](http://www.theJNPproject.com) , or at the JNP retail store located at 126 West Street in Annapolis. Digital versions can be purchased through the website, <http://thejnpproject.com/product-caategory/aventure-stories/>,in Amazon/Kindle, Apple/iBook and B&N/Nook formats.

**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 the national headquarters based in Annapolis, Maryland, The JNP Project combines original artwork and design with proven teaching methods and outstanding storytelling for all girls and boys in an interactive chapter-book adventure series, *Jane & Jake’s Adventures to Awesome.*

All JNP components are supported by an interactive website, featuring a public forum for adults to discuss kids-related issues and a Members-Only private Q&A (parenting and education professionals answer members’ questions). For kids, the JNP website also provides a forum to talk to Jane and Jake directly, downloadable activities, music, and more. It also gives parents, grandparents, caregivers, homeschoolers, educators, teachers, and counselors the tools to assist children in developing confidence, strengthen self-esteem, and grow into assured leaders. The umbrella brand, known as *The World of Jane NOT Plain*™ LLC, has been successfully tested via its original Phase One research through *Jane NOT Plain, LLC.*

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