**FOR IMMEDIATE RELEASE**

**400 GOOD-DEED BOOMERANGS ARE NOW LAUNCHED AROUND THE WORLD**

**The response to 11-day-old JNP Project™ *Boomerang It!* Challenge, promoted only by word of mouth, demonstrates that people want simple—and fun—ways to “do good”**

**ANNAPOLIS, MD (March 30, 2015)** The JNP Project’s *Boomerang It!* Challenge has suddenly taken off with an unexpected surge of worldwide interest. On March 20, the Annapolis-based company’s grand opening included launching Phase 1 of theChallenge, which asks participants to take (or make) a JNP boomerang, perform an act of goodness in ten core value areas—truth, kindness, harmony, forgiveness, giving, love, determination, compassion, strength, and character—describe their positive actions on the JNP website, and pass on the boomerang to the recipient of their good deed or someone else who will repeat the process.

Since the launch, JNP Challenge Boomerangs have been requested for participants in Maryland, Missouri, Texas, Utah, New York, North Carolina, California, Canada, Australia, Cyprus, Germany, Hong Kong, Nepal, Singapore, Spain, and South Africa. JNP envisions circulating enough boomerangs so that one million “acts of goodness” are performed and documented. Visitors to the JNP webpage <http://thejnpproject.com/100000-acts-of/> can track the number and a description of each *Boomerang It!* good “Acts of…” as “Boomerangers” report in.

JNP founder and creative director Dona Rudderow Sturn sees the *Boomerang It!* Challenge as one potent antidote to the meanness and cruelty kids are exposed to in the media. “This is an awareness campaign to inspire our inner awesome to flourish and shine. I am super excited to see that so many adults and children simply want to do something good to someone else. Now *that’s* a headline that we can all be inspired by!”

Instead of advocating that “it is better to give than to receive,” JNP describes the Challenge as both powerful and empowering for the recipients of acts of goodness *and* those who do the good deeds—a boomerang effect. “Senders” of a positive action frequently experience a sense of well-being. Neuroscientists say that freely giving to another increases oxytocin, “the bonding hormone,” as well as endorphins and other “feel-good chemicals” in the brain.

The JNP *Boomerang It!* Challenge idea was initially sparked after a member of the creative writing team of JNP’s new children’s chapter book series saw an online video called “Kindness Boomerang: One Day,” which has been viewed more than nineteen million times. The simple, yet powerful goodness boomerang idea was incorporated into Book 2: *Jane & Jake’s Adventures to Awesome Kindness*.” In this story, after nine-year-old characters Jane and Jake travel to the Undersea World of Awesome and discover how to counteract meanness with kindness, they decide to launch a kindness boomerang in their school.

**About The JNP Project**

Founded by Dona Rudderow Sturn, The JNP Project is a self-esteem movement to help kids discover and make choices from their character, courage, and confidence—their “inner awesome”—especially through a new chapter book series (for children 5-12+), *Jane & Jake’s* *Adventures to Awesome.*

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