**FOR IMMEDIATE RELEASE**

**The JNP Project, the Start-up Company That Grows Kids’ “Inner Awesome,” Announces the 1st Annual “Inspired by Mom” Giveaway**

**ANNAPOLIS, MD (May 18, 2015)** Dona Rudderow Sturn’s mom, Helen, insisted that Ms. Rudderow Sturn, an only child born to much older parents, could do whatever she “put her mind to.” That message, which Ms. Rudderow Sturn remembers hearing when she was in kindergarten, took firm root and grew steadily within the little girl, who grew up to become a creative director and run her own successful advertising agency. Mom repeated her message when Ms. Rudderow Sturn co-founded The World of Plain Jane in 2003 to address girls’ self-esteem development.

Years later, Mom’s message of determination guided Ms. Rudderow Sturn to redevelop for boys and girls at a younger age, this time broadening and deepening her original vision to create a new brand, The JNP [Jane Not Plain] Project, which focuses on developing both girls’ and boys’ (ages 5-12+) “inner awesome through adventures in character, courage, and confidence.” Two years later, Ms.Rudderow Sturn’s mother, who now resided in a nursing home, then hospice, continued to champion her daughter’s can-do commitment while Ms. Rudderow Sturn read aloud to her mom and her mother’s roommate chapters of the new JNP children’s chapter book series, *Jane & Jake’s Adventures to Awesome*. “Their smiles and cheers of ‘Wow!’ were simply priceless,” recalled Ms. Rudderow Sturn. “The positive energy of their responses was overpowering and felt like a major pat on the back.”

Helen Rudderow, age 91, passed recently. To Ms. Rudderow Sturn, her mother’s presence is powerfully alive within the official JNP Project vision: “I am. I can. I will. Empowered.™ ”

To pay tribute to her mom, Ms. Rudderow Sturn’s JNP Project is offering an “Inspired by Mom” Giveaway during the month of May. Entrants who share with JNP how their own mothers inspired them to do something positive in the world will qualify to win a set of the first three books in the JNP series. Details can be found at <http://thejnpproject.com/11284/>

A free PDF of the JNP Prequel book, *Jane & Jake’s Adventures to Awesome: The Journey Begins* (for kids ages 5-12+) is also available at <http://thejnpproject.com/product/jane-jakes-adventures-to-awesome-the-journey-begins/>

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