**FOR IMMEDIATE RELEASE**

**THE JNP PORJECT REACHES 15 COUNTRIES WITHIN THREE MOHTHS:   
Introducing a Children’s Book Series to Grow Kids’ Inner Awesome through Character, Courage, and Confidence**

**ANNAPOLIS, MD (May 29, 2015)** The Annapolis-based [JNP Project](http://thejnpproject.com/) has a mission: to nurture character, courage, and confidence in children, reaching as many as possible globally to help kids to discover and make choices from their inner awesome (healthy self-esteem). So far, educators and parents from fifteen different countries—in Africa, Asia, Australia, Europe, and North America (including the U.S.)—have responded.

Between The JNP Project’s soft opening at the end of January and a formal grand opening in March, the word began to spread: *I AM. I CAN. I WILL. EMPOWERED.TM*is more than the company’s vision; “The world needs you. Own it!” is more than wishful thinking. The company intends that kidsultimately understand, believe in, and live by these words, and it is fully committed to developing and producing tools—children’s chapter books and other products and services—to help them to do so. To introduce their product line, a free PDF of the Prequel book, *Jane & Jake’s Adventures to Awesome: The Journey Begins,* became available through the [JNP website](http://thejnpproject.com/product/jane-jakes-adventures-to-awesome-the-journey-begins/). Book 1: *Jane & Jake’s Adventures to Awesome Truth* and Book 2: *Jane & Jake’s Adventures to Awesome Kindness,* [the next two books](http://thejnpproject.com/product-category/adventure-stories/)in the thirty-one book illustrated series, were released in quick succession.

To emphasize The JNP Project inner-awesome message and to echo the “Kindness Boomerang” campaign created by Jane and Jake in Book 2, the [JNP *Boomerang It!* Challenge](http://thejnpproject.com/100000-acts-of/) was launched. By taking the Challenge, children and adult participants commit to doing good deeds in any of ten inner-awesome core value areas—truth, kindness, harmony, forgiveness, giving, love, determination, compassion, strength, and character. As the Challenge spread through social media, JNP responded to requests to participate from teachers around the globe who were eager to get their students involved.

Dona Rudderow Sturn, The JNP Project founder and creative director, reached out to the local Annapolis and surrounding area communities to get schools (students and administrators) to take the Challenge. JNP Team writers and educators cultivated further interest in the Challenge across the United States.

From The JNP Project’s perspective, the inner-awesome momentum has begun.

**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. The JNP Project combines original artwork and design with proven teaching methods and outstanding storytelling for 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 develop confidence, strengthen self-esteem, and grow into assured leaders.

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