**FOR IMMEDIATE RELEASE**

**The JNP Project Celebrates Launch of New Children’s Book Series to Grow Kids’ Inner  
Awesome through Character, Courage, and Confidence**

**FREE PREQUEL BOOK AND STEEP DISCOUNTS ON BOOKS TO SHOW KIDS THEIR AWESOME TRUTH AND KINDNESS**

**ANNAPOLIS, MD (May 21, 2015)** The Annapolis-based [JNP Project](http://thejnpproject.com/) is convinced that the important but often dry subject of “developing children’s self-esteem” can be irresistibly engaging, chock-full of “ahas,” and just plain fun. That’s why JNP Project founder/creative director Dona Rudderow Sturn decided to make the Prequel book, *The Journey Begins,* in JNP’s thirty-one-chapter-book series to develop kids’ self-esteem readily accessible as a free PDF on the JNP webpage: <http://thejnpproject.com/jj-adventures/> In addition, until June 30 Ms. Sturn’s company is offering digital and soft-cover editions of Book 1: *Jane & Jake’s Adventures to Awesome Truth* and Book 2: *Jane & Jake’s Adventures to Awesome Kindness* at a **steep discount of $3.99 each.**

“We’re eager for kids—especially those ages 5-12—to get to know our series’ main characters: nine-year-old Jane (who sometimes forgets that she’s not a “plain Jane”); her classmate and joke-telling good friend, Jake; and Jane’s smart, talking goldfish, Oracle, and magically travel with them to the Undersea World of Awesome,” said Ms. Rudderow Sturn. What happens in Awesome? “In each adventure story, kids meet Awesome’s sea creatures, solve challenges with Jane and Jake, and have a chance to earn their own Pearls of PowerTM.” Equally important, Ms. Sturn adds, “Kids discover how they shine when they make choices from their inner awesomeTM—which is what JNP calls self-esteem—as they build their character, courage, and confidence. We want our JNP book readers to be able to say: *I am. I can. I will. Empowered.™* ”

The [JNP Project website](http://thejnpproject.com/kids/) also offers free and paid downloads of activities for kids, such as the JNP theme song, coloring sheets, character coins, the [*Boomerang It! Challenge*,](http://thejnpproject.com/100000-acts-of/) and more.

**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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