**FOR IMMEDIATE RELEASE**

**Back to School: Get Kids Ready   
with Backpacks Full of Character, Courage and Confidence-Building Tools**

**ANNAPOLIS, MD (August 31, 2015)** Back to school, and the daily rituals of making friends, blending in, getting good grades, reacting to bullying—can be stressful for kids on many levels. [The JNP Project](http://www.thejnpproject.com) has backpacks full of resources and tools that provide the inner awesome superpower tools that kids need to nurture character, courage, and confidence to strengthen self-esteem.

[*Jane & Jake’s Adventures to Awesome*](http://thejnpproject.com/kids/) book series teaches strength in core values: Truth, Kindness, Harmony, Forgiveness, Giving, Love, Determination, Compassion, Strength and Character, which in turn, becomes a child’s esteem super power protector shield. JNP’s books, interactive activities, music, songs and much more will help kids discover, trust, and make choices from their self-esteem superpowers (their inner awesome) to positively prevent or minimize disempowering behaviors, such as fear, anxiety, anger, depression, eating disorders, addictive behaviors, and relationship problems.

JNP’s Founder and CEO, Dona Rudderow Sturn said, “Research shows that lack of self-esteem is one of the underlying causes of kids’ destructive behaviors—and I’m a prime example. When I grew up, getting ready to go back to school was disheartening on so many levels. Even though I had the drive, desire and ability to learn, I lacked fortitude in standing up for myself against the bullies and adversities of school. Creating JNP’s toolbox of empowerment products gives caring adults the armor to dress their child for school and life.”

Empowering information available at The JNP Project website to help bolster kids’ self-esteem superpowers:  
*-* [*The Jane and Jake Adventures to Awesome*](http://thejnpproject.com/jj-adventures/) book series   
- [Kids’ empowerment tools](http://thejnpproject.com/shopping-all-products/), such as interactive activities, songs and much more, some of which are [FREE](http://thejnpproject.com/downloads-overview/)   
- [CIA (Club Inner Awesome)](http://thejnpproject.com/the-jnp-kids-cia-club-club-inner-awesome-login-logout/) where kids become Empowerment Agents, get new interactive esteem-building downloads each month, and can talk to Jane & Jake directly through a blog.  
- Tools for [Parents](http://thejnpproject.com/parents/) and [Educators](http://thejnpproject.com/educators/) to help empower children  
- [Supportive Research](http://thejnpproject.com/supportive-research-kids-healthy-self-esteem/) for kids and adults on:  
 • Bullying / cyber bullying (peer victimization)  
 • Character Education  
 • SEL (Social Emotional Learning)  
 • Self-Esteem  
 • Values / Virtues

**About The JNP Project**

[The JNP Project](http://thejnpproject.com/) is a global movement to nurture character, courage, and confidence in children 5-12+, while helping them discover and make optimal choices from their inner awesome (self-esteem). Developed by a team of international writers and experts for all kids and for all parents, grandparents, educators, homeschoolers, and counselors, the Project’s content and resource tools are founded upon an illustrated adventure book series: *Jane & Jake’s Adventures to Awesome*.

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