**FOR IMMEDIATE RELEASE**

**Children’s Empowerment Website Redesigned   
to Make it Easier for Parents and Educators to Help Kids**

***September 22, 2015 - ANNAPOLIS, MD:***The newly redesigned site of The JNP Project [www.theJNPproject.com](http://www.theJNPproject.com) is live and ready for you to get empowered. The site is interactive and serves a broad audience of kids, parents, educators, and caring adults—all with information on nurturing character, courage and confidence in kids 5-12+. This interactive site for parents, and caring adults, is your toolbox for kids’ healthy self-esteem tools – anti-bullying!

The new website features expanded content and amenities in kids’ activities, parent tips, trending topics, and products in 5 simplified categories to help all the adults in children’s lives to better understand how to best help them learn values and especially to bolster self-esteem. The redesign incorporates an improved design with bold colors and a simplified navigation with easy-to-use links, and the ability to add informational videos on a regular basis.

JNP’s Founder and CEO, Dona Rudderow Sturn said, “The JNP mission is to empower children with a strong sense of a healthy self-esteem – their super-power inner awesome, is what we call it. One of the ways to do that was to create a very user-friendly website, not just for kids, but also for the adult: to quickly navigate to topics and tools they can use with their kids. With today’s tight, over-stacked schedules, our goal was to create a great experience in locating exactly what the user wants quickly and efficiently, and have it be rich content and a great experience.”

Ms. Sturn assembled a team of astute international professionals to create and develop content for this amazing global Project. **“We have the support, approval, and guidance of a dedicated, impassioned, and devoted Advisory Committee of psychologists, educators, counselors, teachers, reading specialists, children’s programing directors, eBook publishers, parents, and young adults. Together, this inspiring team is working to build tools to enhance and strengthen character, courage, and confidence while instilling a healthy self-esteem in children. Kids and adults will be inspired.”**

**New Website Highlights:**

**-** [**PARENTS, GRANDPARENTS and CAREGIVERS**](http://thejnpproject.com/parents/) will find detailed content, outlined lessons, activities, suggested solutions to issues, how to communicate with children, Q&A outlines to discuss with their child, and more -- carefully written for specific age groups. This information will help them to guide their child’s discovery of the confidence she or he has inside … his or her INNER AWESOME!

**-** [**TEACHERS, COUNSELORS and HOMESCHOOLERS**](http://thejnpproject.com/educators/) can now access our *Educator: Unit Plans*, written and developed by our team of professional educators to align with the Common Core State Standards (CCSS). Each age-appropriate comprehensive curriculum, created specifically to accompany a particular story in *Jane and Jake’s Adventures to Awesome* storybook series, promotes the development of self-esteem by engaging students in learning activities that require communication, collaboration, and reflection.

*-* [**KIDS’ EMPOWERMENT TOOLS**](http://thejnpproject.com/shopping-all-products/)and[**FREE DOWNLOADS**](http://thejnpproject.com/downloads-overview/) for kids offer all the inner awesome superpower tools that they need to nurture character, courage, and confidence to strengthen self-esteem. Books, games, puzzles, songs and much more 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.

**About JNP (Jane NOT Plain®)**

[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*.

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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