**FOR IMMEDIATE RELEASE**

**The JNP Project (Jane NOT Plain) Launches Aggressive 2015 Holiday Gift Giving Campaign for All 4th Graders in Anne Arundel County, Maryland**

***October 19, 2015 - ANNAPOLIS, MD:***JNP is working to "Empower a Child for the Holidays by Giving the Gift of Self-Esteem! (Inner-Awesome Superpowers)” -- With support from the local Community, JNP will gift every fourth grader in Anne Arundel County’s Public Schools -- 6,147 of them. In addition, JNP’s non-profit partner Let’s Help Kids (.org) will receive 10% of the Campaign proceeds to *make wishes come true* for more local County kids. <http://thejnpproject.com/2015-gift-kids-self-esteem/>

Just launched October 15, 2015, JNP’s aggressive goal for December 15, 2015, is to gain sponsorship and donations to enable 6,147 fourth graders to receive the gift of self-esteem—the tools to help them discover their inner-awesome superpowers—character, courage, and confidence. The JNP Project is working in conjunction with the Anne Arundel County (AAC) Board of Education to organize and deliver the gifts. A a tax-free donation of $50 for each superpower backpack will go to one student – the gift will include: 1 cinch pack; 3 books, *Jane & Jake’s Adventures to Awesome*, Prequel, Truth, and Kindness; 1 empowerment water bottle; and 1 bookmark.

Local community organizations and corporations with Corporate Social Responsibility ([CSR)](http://thejnpproject.com/jnp-corporate-alliance-partner-advantages/) are being targeted to support sponsorship, as this Campaign is a trifecta-win—for the child receiving the gifting superpower backpack; for the “make a wish” child having his/her wish come true; and, for the organization/corporation sponsoring the gifts.

The JNP Project has been working on bullying prevention locally, and teaching kids how to discover their inner-awesome superpowers. Ultimately, they are learning and understanding the power of: I AM. I CAN. I WILL. EMPOWERED. TM This is what one of the teachers had to say bout JNP:

**“ Girls Breaking Boundaries has benefited greatly from The JNP Project. Just one year ago, the girls of Girls Breaking Boundaries were shy, soft-spoken girls. Those girls are now speaking up and speaking out, and, undoubtedly, Dona and The JNP Project have been pivotal in this growth. The girls look forward to Dona’s visits, as she is a positive force in shaping who they are becoming. She shares the themes of truth and kindness though The JNP books, guiding the girls to develop a strong sense of self. And with new Girls Breaking Boundaries members this year, I am excited to see their growth with Dona’s support and proud that current members will mentor the new ones.“**Megan Zimmerman, M.A., Grade 7 Language Arts Teacher, Bates Middle School

**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 superpowers (self-esteem). Developed by a team of international writers and experts for all kids and for all caring adults. JNP’s content and resource tools are founded upon an illustrated adventure book series: *Jane & Jake’s Adventures to Awesome*.

All JNP’s toolbox components are supported by an interactive website, featuring a public forum for adults to discuss kids-related issues, and the CIA CLUB (Club Inner Awesome) for kids to become an Empowerment Agent, with a forum to talk to Jane and Jake, receive 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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