**FOR IMMEDIATE RELEASE**

**October is National Bullying Prevention Month:  
JNP (Jane NOT Plain) Mission & Products Recognize   
Kids’ Inner-Awesome Superpowers**

**I AM. I CAN. I WILL. EMPOWERED.TM**

**ANNAPOLIS, MD (October 06, 2015)** JNP is working in the Annapolis community with Bates Middle School, Girls Breaking Boundaries, focusing on two anti-bullying events and defining: What are your inner-awesome superpowers, and how do they shield you against any form of bullying. The JNP Project is focusing on bringing attention to bullying prevention in all our products and our community outreach efforts. [*Jane & Jake’s Adventures to Awesome*](http://thejnpproject.com/jj-adventures/) (our kids’ 5-12+ adventure 31-book series) helps caring adults show kids how to discover their inner-awesome superpowers—their own anti-bullying shield.

[*Jane & Jake’s Adventures to Awesome Kindness*](http://thejnpproject.com/product/jnp-bk2-kindness/) is right in line with Disney’s “Choose Kindness” campaign: a bullying prevention campaign created by Disney ABC Television Group's efforts to encourage children and parents across the nation to help put an end to bullying by choosing kindness.

**DETAILS:** October is **National Bullying Prevention Month.** Begun in 2006 by PACER’S National Bullying Prevention Center as Bullying Prevention and Awareness Week, by 2010 the tremendous response from schools, organizations, and corporations clearly signaled a strong need for expansion. Check out **PACER’S National Bullying Prevention Center** (“The End of Bullying Begins with You.”) website [here](http://www.pacer.org/bullying/nbpm/history.asp) for more information about this month-long event and to scoop up some of their amazing free bullying awareness/prevention resources."

**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.

***PRESS ROOM*** *details on the JNP website****:*** [*http://thejnpproject.com/press-kit/*](http://thejnpproject.com/press-kit/)

***KIDS’ BULLYING STATISTICS*** *details on the JNP website:* [*http://thejnpproject.com/kids-bullying-statistics/*](http://thejnpproject.com/kids-bullying-statistics/)

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