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**THE JNP PROJECT GETS LOCAL SPONSORSHIP FOR KIDS’   
SELF-ESTEEM BENEFIT ON #GIVINGTUESDAY EVENT AT METROPOLITAN ANNAPOLIS**

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**ANNAPOLIS, MD (November 18, 2015)** The JNP Project gets great local support through a sponsorship event at a restaurant on West Street, Metropolitan Annapolis, promoting our [2015 Kids’ Gift Giving Campaign](http://thejnpproject.com/2015-gift-kids-self-esteem/?preview=true&preview_id=16689&preview_nonce=91f1902098) – giving the gift of self-esteem to local 4th grade students (It’s the *only* gift a child really wants, or needs.) – #GivingTuesday, December 1, 2015, 5:00pm – 7:30pm. The event promotes gifting of our JNP Inner Awesome Cinch Packs filled with superpower tools (3 chapter books: [*Jane & Jake’s Adventures to Awesome*](http://thejnpproject.com/jj-adventures/) – The Prequel, Awesome Truth, and Awesome Kindness; a water bottle; and bookmark) to nurture character, courage, and confidence in these public school 4th grade kids. Our goal is to reach fourth grade students in five local public schools near the JNP Inner Awesome Factory National Headquarters in Annapolis, totaling 288 kids. In addition, 10% of the proceeds will be donated to JNP’s not-for-profit partner, [Let’s Help Kids](http://thejnpproject.com/jnp-nonprofit-charity-partner/), who will be granting “make a wish” gifts to other local County kids.

The event is *free* to attend:  [2015 Holiday Gift Giving Campaign: Give the Gift of Self-Esteem to Kids—It’s the only gift kids really want…or need.](http://thejnpproject.com/2015-gift-kids-self-esteem/)  
• For every glass of beer or wine purchased, proceeds go toward reaching our goal  
• Finger foods supplied by The JNP Project  
• 50/50 drawing: half of the proceeds go to one lucky winner and half toward reaching our goal  
• Every one that attends will receive a raffle ticket for a chance to *win* a [Limited Edition Jane NOT Plain Doll and the JNP Prequel Book](http://thejnpproject.com/product/jane-not-plain/) ($35.00 value)

The JNP Project is working locally with the Anne Arundel County Board of Education to collaborate on delivery of the gifts, as well as promotion on press and social media to make aware all the great results of our efforts.

Dona Rudderow Sturn, Founder/CEO and Creative Director of The JNP Project, is passionate about kids’ healthy self-esteem. She said about the campaign initiative, “The effort, time and money allocated to promoting and supporting this Campaign is immensely important––not only do most of these kids come from households that are at poverty level, and on federal food aid programs, they don’t even own their own books. With community help, JNP’s tools can nurture their character, courage, and confidence—helping them to discover their own inner awesome superpowers against bullying and the tough parts of life they encounter on a daily basis. This Campaign begins a healthy self-esteem awareness, and to give back locally, and change these kids’ outlook on life; to believe in and live by The JNP Project’s mission of: I AM. I CAN. I WILL. EMPOWERED.TM “

**About The JNP Project** (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 educational and behavioral experts for all kids and for all parents, grandparents, educators, homeschoolers, and counselors, the Project’s content and interactive resource tools are founded upon an illustrated adventure book series: *Jane & Jake’s Adventures to Awesome*.

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