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**THE JNP PROJECT 2015 “GIFT GIVING CAMPAIGN OF   
INNER-AWESOME SUPERPOWERS” A SUCCESS:   
DONATING SELF-ESTEEM TOOLS TO LOCAL 4TH AND 5TH GRADERS**

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**ANNAPOLIS, MD (January 8, 2016)** The JNP Project, working in conjunction with the Anne Arundel County Board of Education, will be “gifting” all 4th and 5th grade public students at [Oakwood Elementary School](http://www.aacps.org/aacps/OAKWDES/index.asp?reload) in Glen Burnie, MD, Thursday, January 14, 2016, 8:30am. As an award winning school chosen by Character.org as a *National School of Character / Maryland State Education 2011 and 2015*, The JNP Project’s Advisory Board voted the Gift Giving Campaign’s 100 sponsored Cinch-Packs of Inner-Awesome Superpowers be gifted to the Oakwood’s students.

The [2015 Kids’ Gift Giving Campaign](http://thejnpproject.com/2015-gift-kids-self-esteem/?preview=true&preview_id=16689&preview_nonce=91f1902098) focused on “giving the gift of self-esteem -- It’s the *only* gift a child really wants, or needs.” The JNP Inner Awesome Cinch-Packs are 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). In addition, 10% of the sponsorship 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.

Donna Usewick, Oakwood Elementary Principal, is “on board” with character education, and will be initiating a project utilizing the JNP self-esteem tools: she is getting the 4th and 5th grade teachers to engage the students to read the adventures and submit short essays on “how they are discovering their inner-awesome superpowers” and what that means to them.

Dona Rudderow Sturn, Founder/CEO and Creative Director of The JNP Project, is passionate about kids’ healthy self-esteem. She said about the success of the campaign initiative, “The effort, time and money allocated to promoting and supporting this *Self-Esteem Gifting 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 “Gift” 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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