Press & Media Kit

THE KREWE OF FEELINGS™



Twenty little characters. One for every big feeling.

A New Orleans social-emotional learning brand for PreK–2nd grade
Cajun Ink Designs, LLC · New Orleans, Louisiana

Media contact: hello@thekrewelings.com · thekrewelings.com/press

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About The Krewelings

The Krewelings | The Krewe of Feelings™ is a New Orleans social-emotional learning brand for PreK–2nd grade: a krewe of twenty animal characters, each carrying one big feeling — Gumbo the happy gator, Tavi the scared turtle, Hux the angry hedgehog, and all the rest. Giving a feeling a name, a face, and a friend to point to helps a child say "I feel like Tavi right now" instead of melting down — and a regulated child is a reachable child. The system is grounded in the CASEL framework and built so classrooms and homes share one language: card deck in the calm corner, posters on the wall, workbook running the daily routine.

Boilerplate, one line: "The Krewelings is a New Orleans krewe of twenty characters – one for every big feeling – that gives a child the words for what they feel and gives the grown-up the next thing to say."

Fast facts

- **Founded** — 2026 · New Orleans, Louisiana · Cajun Ink Designs, LLC
- **Founder** — Toni McGee Causey, nationally bestselling novelist, grandmother, Louisiana native
- **Characters** — 20 named animal characters, one per feeling, grouped into four feeling families
- **Age range** — PreK through 2nd grade, at school and at home
- **Framework** — grounded in CASEL's five social-emotional competencies (self-awareness, self-management, social awareness, relationship skills, responsible decision-making)
- **Card deck** — 45 cards, 90 printed sides, ~360 coping tips: nine per character card — three for the child, three for a parent, three for a teacher
- **Workbook** — 80 pages, six lettered sections, deliberately non-linear, with reproducible classroom pages
- **Posters** — an 11-poster classroom suite, 12″ × 17″
- **Free for families** — the "Which Kreweling are you?" quiz at thekrewelings.com/quiz, and a new free coloring page every month
- **Technology required** — none. No app, no screen, no login, no student data collected.

The catalogue

Emotion Card Deck 45 cards · ~360 coping tips · one side for the child, a split grown-up side carrying parent AND teacher guidance	$29.99
Teacher's Workbook the daily check-in routine, calm-corner setup, a page per feeling, reproducible classroom masters	~~$44.99~~
11-Poster Classroom Suite the Emotionometer, coping posters, calm-corner signage	$39.99
School Kit (deck + workbook + posters)	$99
Coloring & Activity Book	$11.99

Prices current as of 7 September 2026 and subject to change; confirm at thekrewelings.com before publication.

The founder

One line

Toni McGee Causey is a New Orleans novelist and grandmother who built the thing she wished she'd had — a feeling a child can step into, and the next words for the grown-up.



Toni McGee Causey

Short bio (~50 words)

Toni McGee Causey is the New Orleans creator of The Krewelings | The Krewe of Feelings™, a CASEL-grounded social-emotional learning system for PreK–2nd grade published by her studio, Cajun Ink Designs, LLC. A nationally bestselling novelist, she built the twenty-character system after watching a child she loves struggle to name big feelings.

Full bio (~150 words)

Toni McGee Causey has spent her whole life around stories. She is the nationally bestselling author of the Bobbie Faye novels — an action-caper series set in her native south Louisiana — and a contributor to the USA Today bestselling anthology Love Is Murder, along with Killer Year and Do You Know What It Means to Miss New Orleans. Her novel The Saints of the Lost and Found was voted #1 Book of the Year by Authors on the Air. She studied screenwriting at the MFA level, had scripts optioned, and helped produce an independent film. For years she and her husband Carl also ran their own licensed general-contracting company — which is to say she has spent decades building things, on the page and off.

Then came a child she loves, whose big feelings arrived faster than the words to name them. The storyteller and the builder went to work on the same problem, and The Krewelings was born.

The origin, in her words

"The Krewelings started with someone I love — a child whose big feelings arrived faster than the words to name them, or the ability to do anything with them. After a hard season in our family, it got harder. Watching it up close, I realized something that reorganized how I thought about all of it: we spend so much time teaching children what to do, and almost no time teaching them how to feel. More often, we teach the opposite — to tuck a feeling away, push it down, act like it isn't there."

"There's a second reason I couldn't not make these. The skills that help a child understand their own feelings are the same skills that help them understand a story — why a character does what they do, how a problem gets solved. The seeds of emotional literacy and the seeds of storytelling turn out to be the same seeds. I've spent my life around stories; it turns out I was always pointed here."

– Toni McGee Causey

Creator, The Krewelings | Cajun Ink Designs, LLC

Both passages are published on thekrewelings.com/about and may be quoted freely. Toni does not name the child, and asks that press coverage not press for that detail.

Why a krewe?

In New Orleans a krewe is the group that puts on the parade — the found family that shows up for each other and makes sure nobody stands alone. That is what Toni wanted feelings to be for a child: not something to hide, but a whole krewe of companions. Twenty named characters, a krewe out of New Orleans — The Krewe of Feelings.

Story angles

The krewe that carries feelings

The only children's emotional-learning brand built on New Orleans krewe culture — a found family for every big feeling, from a Louisiana founder. A local story with a national product.

A bestselling novelist's second act

After a child she loves struggled to name big feelings, a career storyteller built the tool she couldn't find — twenty characters, one system, home and classroom finally on the same page.

The teacher's side of the card

Every character card carries guidance for the child, the parent, AND the teacher on one deck — a home-and-classroom split most feelings decks don't attempt.

Feelings first, whatever schools call it

As districts rename and re-fund SEL, The Krewelings keeps the language simple enough for a four-year-old: it's okay to feel what you feel.

What a teacher can actually do in three minutes

Not a curriculum that needs a free period. Ten minutes on a good day, three on a Monday, and a version for the day a teacher has nothing left — a counter-story to programs that die on implementation.

The grandmother economy

A grandmother in New Orleans and a husband walking decks into schools, shipping a full PreK–2 product line from a two-person studio. What small-business building looks like in 2026.

Suggested interview questions

- What happens in the four seconds after a small child comes apart — and why is that the hardest moment for the grown-up?
- Why twenty characters? Why not five, or fifty?
- Three of the Krewe carry states rather than emotions — sleepy, distracted, sneaky. Why include those?
- What does "a regulated child is a reachable child" mean for a teacher trying to get through a lesson?
- You say feelings are always welcome but behavior is something we work on. Where's the line?
- You went from action-caper novels to a feelings deck for four-year-olds. What carried over?
- What do most adults get wrong when a child says "I'm fine"?
- What's the smallest version of this a teacher can try tomorrow?

Availability

Toni is available for interviews, podcasts, morning-show segments, and commentary on helping young children name and manage big feelings. She is based in New Orleans and available in-studio locally, or remote by video or phone.

Professional perspectives

Both statements below are published with written permission. Quote them exactly as written, with the attribution and disclosure lines attached — the disclosure is part of the quote, not a footnote.

"For every parent, caregiver, or teacher who has struggled with children 'melting down' as their words fail and emotions overwhelm them, The Krewelings is a fun way to teach kids how to recognize what's happening inside their bodies and give them tools to regain control. What a wonderful gift for anyone who cares for young children!"

– L.A. Dandrea, MD, FAAP (ret.)

Retired Pediatric Emergency Medicine Physician

A friend who reviewed The Krewelings independently — received no compensation or product.

"Krewelings is a wonderful resource for young children, their parents, teachers and counselors. It is a guide to help children identify and express their feelings, as well as guidance on how to resolve difficult emotions. It is a delightful romp through the world of feelings with animated, lovable characters that boys and girls can relate to. This series of books, cards and posters gives children a roadmap to accept and cope with feelings without judgment. I highly recommend Krewelings!"

– Susan Ward, LCSW

Psychotherapist · 30 years in practice

A new acquaintance who reviewed The Krewelings independently — received no compensation.

How the three products work together

One framework, three surfaces

The daily routine — **Name it · Size it · Tool it · Return** — runs through all three products. The Emotionometer poster is the scale the routine points to when a child sizes a feeling. The coping posters and the cards supply the tools. The workbook's activity pages carry a card-match strip telling a teacher exactly which card pairs with each lesson.

Built to bend

Ten minutes runs the whole check-in. Three minutes runs a real one. On a hard day, sheets go on desks and nobody has to talk. The workbook is deliberately non-linear — there is no wrong entry point, and repetition is the mechanism, not a failure of it. That flexibility is the design, not a concession.

Getting the details right

Thank you for covering The Krewelings. These are the phrasings we use ourselves — they'll keep your story accurate and save you a fact-check.

- **"Grounded in the CASEL framework."** The Krewelings is designed around CASEL's five social-emotional competencies. It's newly published, so "CASEL-grounded" is the right phrase for now.
- **"~360 coping tips"** or **"over 350 coping tips"** — nine per character card, three each for child, parent and teacher. One tip appears on two cards, which is why we say "~360."
- **"The same twenty named characters run across the card deck, the workbook and the poster suite."** That unified character system is what makes The Krewelings different.
- **"One grown-up side, shared by parent guidance and teacher guidance."** Every character card has a side for the child and a side for the adults in their life.
- **"Everyday social-emotional learning for home and classroom."** For mental-health concerns, the products themselves point families to a qualified professional.
- **"Created by a parent, grandmother, observer and storyteller."** Toni McGee Causey is a nationally bestselling novelist who brought a storyteller's eye to big feelings.
- **"A quiz for grown-ups."** Both quizzes are taken by adults — about a child, or about themselves — so no child data is ever collected.
- **"The Krewelings"** or **"The Krewe of Feelings™"** — either name works.

Art pack & assets

Download free at thekrewelings.com/press

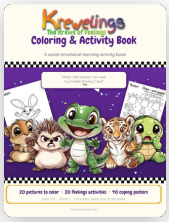
- Logo — high-resolution transparent PNG
- Roster banner — all twenty together
- Product images — deck, workbook, posters, School Kit, coloring book
- Founder photographs — headshot and at-work

On request

- Individual character art
- Short character animations (vertical and square)
- Sample coloring and activity pages
- Review copies for accredited press
- Interviews with Toni



School Kit — deck, workbook & posters



Coloring & Activity Book



Nursery Collection — coming soon

Media contact

hello@thekrewelings.com — a real person answers.
thekrewelings.com/press · thekrewelings.com/founder
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