PRESS KIT · SCHOOLS · MEDIA · PARTNERS

Jason and His Big Feelings

A social emotional learning coloring book series that helps children, parents, and teachers discover big feelings together.




Jason


Maya


Leo


Priya


Mateo

Ages 4–8

Created by Sean Hutchinson

SEL for the whole family

Contact: [email]

1 AT A GLANCE

Big feelings, handled together

The one-page story of the series.

What if your child could say **"I feel frustrated"** instead of melting down? Jason and His Big Feelings gives kids the words, and gives the grown-ups in their lives the tools.

Jason and His Big Feelings is a coloring book series for ages 4–8 that teaches social emotional learning (SEL) through one lovable recurring character. Each book focuses on a single feeling or skill, pairing fun coloring scenes with simple reflection prompts and coping tools kids can use right away, at home, in the classroom, or in a calm corner.

FORMAT

Coloring + learning

8.5 x 11 in paperback, bold easy-to-color line art

AUDIENCE

Ages 4–8

Plus the parents, teachers, and counselors who guide them

THE SERIES

40 titles planned

Six collections built on the core SEL skill areas, plus life changes

FLAGSHIP TITLE

Jason and His Big Feelings

Happy, sad, angry, scared, worried, and brave in one book

SIGNATURE TOOL

Star Breathing

A calming technique kids learn in every book

AVAILABILITY

Amazon

Flagship list price $9.99 · [launch date]

★ **THE BRAND PROMISE**

Help kids name, understand, and manage their emotions, building confidence, kindness, and coping skills one page at a time.

2 THE SERIES

More than a coloring book

Every page is designed to start a conversation, not just fill time.

What makes it different

- **One character kids attach to.** Jason feels everything in a big way, makes mistakes, and figures things out with help. Kids think, "Jason feels like me."
- **A reflection prompt and coping tip on every page,** not just pictures.
- **A diverse cast of friends,** so more kids can see themselves in the books.
- **A grown-up page in every book** with tips for parents and teachers on talking about the feeling.
- **A consistent structure** across every title, so kids and adults know what to expect.

Inside every book

1. Meet Jason and his friends
2. "What is this feeling?" in kid-friendly language
3. 20–25 story coloring pages, each with a short story line and a reflection question
4. Coping tool pages: belly breathing, counting to five, asking for a hug
5. A "draw yourself" page and an "I can do it!" certificate
6. A grown-up page with conversation tips

Six collections, forty titles

COLLECTION	SEL SKILL AREA	SAMPLE TITLES
Jason Knows His Feelings	Self-awareness	Jason Gets Mad · Jason and the Worry Monster · Jason Feels Sad
Jason Takes Charge	Self-management	Jason Takes a Deep Breath · Jason Finds His Brave · Jason Tries Again
Jason Sees Others	Social awareness	Jason's Kindness Counts · Jason Walks in Their Shoes
Jason and Friends	Relationship skills	Jason Makes a Friend · Jason Says Sorry · Jason Saves a Seat
Jason Makes Good Choices	Responsible decision-making	Jason Tells the Truth · Jason Stops and Thinks
Jason's Big Changes	Life changes	Jason's First Day · Jason Becomes a Big Brother · Jason's New Home

3 THE CHARACTERS

Meet Jason and friends

Five friends with different backgrounds, abilities, and personalities. Every friend has big feelings sometimes, and every friend gets to help.



Jason

AGE 6 · THE BIG FEELER

Curious and big-hearted, he feels everything in a big way and learns alongside the reader.

Star Breathing

"Big feelings are okay. I can handle them!"



Maya

AGE 6 · THE BRAVE ONE

Bold and sporty, she's learning that brave doesn't mean never feeling scared.

Brave Words

"I can try!"



Leo

AGE 7 · THE CALM ONE

Thoughtful and observant, he's learning that even calm people get frustrated.

Notice Five

"Let's slow down."



Priya

AGE 6 · THE KIND ONE

Quiet and kind, she notices who's left out and is learning to speak up for herself.

Bunny Squeeze

"Want to play with me?"



Mateo

AGE 7 · THE FUNNY ONE

Funny and energetic, he loves basketball and is learning when to hit pause.

Shake It Out

"Watch this!"

★ REPRESENTATION THAT FEELS NATURAL

Each friend's background shows up through everyday details like family, food, and home, never as the topic of a lesson. Mateo uses a wheelchair; it is part of who he is, never the lesson. His stories are about the same feelings every kid has.



LINE ART The cast as kids will color them

4 INSIDE LOOK

A peek inside the pages

Bold, simple scenes kids can color, with words grown-ups can build on.



Sample page · Jason Gets Mad

Jason's tower fell down. CRASH! His face got hot and his fists got tight.

It's okay to feel mad. Jason held up his star hand and took five slow breaths.

What does YOUR body feel like when you're mad? Color the parts that feel hot.

Star Breathing, Jason's signature move

1. Hold up one hand like a star, fingers spread.
2. Trace up a finger with the other hand while breathing in.
3. Trace down while breathing out.
4. Do all five fingers: five slow breaths.

★ OUR MESSAGE TO KIDS

All feelings are okay. Coping tools don't make a feeling “go away”; they help it feel smaller, so you can handle it.

5 ABOUT THE AUTHOR

Meet Sean Hutchinson

Every feeling has a story. This is the story behind Jason.



15+ years
leading operations

2025
began investing in real estate and community building

For more than 15 years, Sean Hutchinson has built his career in operations: designing systems, leading teams, and turning big ideas into structures that work. That work taught him that lasting change rarely comes from good intentions alone. It comes from clear messages, steady routines, and tools people can actually use.

In 2025, Sean began investing in real estate with a purpose bigger than the property itself: building community. He dedicated his first property to parents in urban neighborhoods working to rebuild their lives and create stability for their families.

There, he saw that the children carried big feelings without the words to name them, and that their parents wanted to help but didn't always have the tools. The need belonged to the whole family.

> **"It wasn't just the kids who needed support. Parents needed tools too, something they could sit down and learn right alongside their children.**

That realization became Jason and His Big Feelings.

★ SHORT BIO

Sean Hutchinson is an operations leader with more than 15 years of experience building systems that help people thrive. In 2025, he began investing in real estate and community building, dedicating his first property to parents in urban communities working to rebuild stability for their families. Working alongside those families, he saw that children and parents alike needed better tools for understanding emotions. *Jason and His Big Feelings* is the result: a coloring book series that helps children, parents, and teachers discover social emotional learning together.

6 FOR SCHOOLS AND EDUCATORS

Ready for the classroom

Structured, consistent SEL activities that teachers, counselors, and families can share.

How educators use Jason

- **Calm corners:** coping tool pages kids can use on their own
- **Morning meetings and circle time:** reflection questions that spark discussion
- **Counseling sessions and waiting rooms:** a gentle, screen-free way to open up
- **Home-school connection:** the grown-up page helps families continue the conversation
- **Transitions:** titles for first days, new siblings, moving, and loss

Built on the core SEL skill areas

SKILL AREA	COLLECTION
Self-awareness	Jason Knows His Feelings
Self-management	Jason Takes Charge
Social awareness	Jason Sees Others
Relationship skills	Jason and Friends
Responsible decisions	Jason Makes Good Choices

Ways to partner

Classroom sets

- Books for every student
- Collection editions for teachers and counselors

Author visits

- Read-alouds and Star Breathing sessions
- Family SEL nights

Parent workshops

- Talking about feelings at home
- Using the coping toolbox together

7 FOR MEDIA

Story angles

Ready-made angles for features, interviews, podcasts, and segments.

From property to purpose

An operations leader buys his first property, dedicates it to families rebuilding their lives, and discovers a gap no one was filling.

SEL isn't just for kids

Why parents need emotional tools too, and how learning side by side changes the conversation at home.

Screen-free emotional learning

A simple, hands-on way for families to slow down and talk about feelings away from devices.

Kids who see themselves

A diverse cast, including a funny, basketball-loving friend who uses a wheelchair, written so every child can relate.

Sample interview questions

- What did you see in your first property that led you to create Jason?
- Why do parents need social emotional learning tools as much as their kids?
- How does 15 years in operations shape the way you build a children's book series?
- What is Star Breathing, and can you show us how it works?
- What do you hope a family feels after finishing a Jason book together?

> **Big feelings are okay. With the right tools, kids and parents can handle them together.**

Available on request: high-resolution cover art, character illustrations, author headshot, and sample pages.

8 FOR BUSINESSES AND COMMUNITY PARTNERS

Invest in the next generation

Bring social emotional learning to the families and neighborhoods you serve.

Sponsor a classroom

Put a set of Jason books in a local classroom or school counseling office, with your support recognized.

Community giveaways

Back-to-school drives, holiday events, and family resource fairs.

Employee family programs

A thoughtful resource for working parents, wellness programs, and family days.

Nonprofit partnerships

Family shelters, housing programs, pediatric offices, and youth organizations.

Let's connect

For school visits, media interviews, bulk orders, and partnerships, reach out to Sean Hutchinson.

EMAIL
[email]

PHONE
[phone]

WEBSITE
[website]

SOCIAL
[@handle]