



New Children's Book 'Fly Guys' Deals With Prejudice

A new young children's book, 'Fly Guys: Monday Madness' tells the fun story of two unlikely best friends, a fly called Fuzz and 5-year-old Alice. Their mop-based adventure to the moon is brought crashing back to Earth when Alice's Dad attempts to swat Fuzz. When Fuzz asks Alice why her Dad hates flies, the story takes a thoughtful turn and raises questions about difference, diversity and friendship.

The book's creator Bobby Thandi said, "the book helps parents and teachers to broach the tricky subject of prejudice. The main challenge was writing a book that deals with prejudice in a fun yet effective way to engage children. I hope readers enjoy discovering the deeper meanings within the rhyming narrative. No child is born with prejudice and I'd love to keep it that way."

Monday Madness is the first in a series of seven books, which will launch Fuzz and Alice on a new adventure each day of the week. As well teaching children the days of the week, the ending of the first book invites readers to use their imagination and submit ideas to help shape Fuzz and Alice's next adventure.



Bobby Thandi - Creator of Fly Guys



Bobby has a bold vision - he wants his daughter to grow up in a world free from prejudice. To do his part in making this vision become a reality he has created a book aimed at young children called 'Fly Guys: Monday Madness'. The book helps parents and children to think about difference, diversity and friendship.

The book was inspired by conversations with his daughter Avani who was aged 3 at the time.



When he's not working on Fly Guys, Bobby is VP Digital at Dubit. They create kids entertainment products for clients such as Nickelodeon, Disney, PBS KIDS and Cartoon Network.

Fly Guys:

[Website](#) | [Twitter](#) | [Facebook](#)

Book Available From Amazon:

[Amazon UK](#) | [Amazon US](#)



Feedback:

Bill Schultz, CEO Home Plate Entertainment, four-time Emmy-award winning animation producer and Studio Executive with more than 25 years of experience, producing such hit shows as “The Simpsons”, “King of the Hill” and “Garfield” - “This book shows the sensitivity and creativity of an experienced creator. Fly Guys is a fun read and the art style is light and very appealing. The heavy and important subject is easily conveyed through the author’s careful use of color and action. Fly Guys is a must read for any parent of a child living in a diverse world. Meaning – Planet Earth. Bravo Bobby!”

Mandip Sahota, Private Secretary to Minister of State at Foreign & Commonwealth Office, UK Government – “I loved this book. At a time when we hear reports of prejudice on the increase, the challenge is how to promote equality. Fly Guys is a fun story with a reassuring reminder – children are not born with prejudice. Bobby Thandi has definitely achieved something special here – a series that will help us all tackle prejudice one day at a time. Fuzz and Alice should be on every child’s bookshelf!”

Stephanie Gauld, Children’s Digital Media Consultant, and former Head of Disney’s Club Penguin and Digital Publisher at Egmont - “Fly Guys’ creator, Bobby Thandi, has an excellent understanding of this target reader-base and knows just how important building friendships and fitting in is to young children, in the process of forming their identities. This is a charming tale of diversity and acceptance... with fantastic illustrations to boot!”

Maria O’Loughlin, Children’s TV Scriptwriter (CBBC, Discovery Channel, Disney Junior) – “I found ‘Fly Guys’ utterly charming! It strikes just the right balance between action, comedy and warmth to deliver a very important message about tolerance - something we need a lot more of in today’s world! I can’t wait to see what Bobby Thandi does with the rest of the series!”

Shahneila Saeed, Director of the Digital Schoolhouse (funded by The Mayor of London) - “With a layout and style that highly appeals to the younger audience, the book provides a strong message to promote diversity and the importance of friendship in a subtle but very effective way. Highly recommended.”

Thaddaeus Varey, Research Manager, BBC – “Fantastic book! Can’t wait to see what is in store for Fuzz on Tuesday. I love the theme of a father learning to see things from a different perspective. And of course it is fun to rhyme out loud on any day of the week.”

Feedback from Teachers:

Claire Jackson, The Froebelian School, Leeds, England – “A colourful, bold, easy read, touching on inclusion and diversity. Fantastic rhyming which engages the listener. A welcome addition to our school library.”

Nicholas Farmer, SEFE, São José dos Pinhais, Brazil - “Fantastic book for young children exploring their imaginations by delving into the fascinating relationships children create with animals whilst incorporating the importance of parental tolerance of the child’s free-thinking. Highly creative ideas coupled with interesting rhyming and dynamic illustrations, which is always essential for the target age group.”

Kiren Rana, Arden Primary School, Birmingham, England - "A fun, enjoyable read for children of all ages. This story cleverly captures the value of friendship and inclusion through the use of an exciting storyline, eye-catching imagery and literary techniques."



Feedback from Parents:

Elizabeth Kennedy, Australia - "Lovely book with nice bright pics, amazing rhymes and lots of fun onomatopoeic words that my kids (aged 2 and 5) love!"

Michael Smith, U.S.A - "Your kid will love this book! It was requested to be read 3 times in a row, which is a rare feat in my household. The book was recommended to me by a friend as they said it really got their 4 year old to use their imagination. I wasn't clear on how this book would do this, but it resulted in a 10 min conversation with my 4 year old about the ending of the book. Never thought I'd have such a long conversation over a book with my boy! The social message about respecting diversity and standing up for your friends is also really sweet. Not to mention the very modern and bold illustrations. And your kid will love the rhyming, as did I!"

Faye Lightowler, England - "My son loved this book, it is the first book that he asks me to read to him before going to sleep every evening. I love the fact it touches upon diversity and inclusion and another important factor is for all parents it's such an easy read. We can't wait for further books to become available."

Bally D., England - "Me and my kids loved Fly Guys! A fun story that's cleverly rhymed and complimented by cool, bold illustrations. A welcome addition to the competitive kids market. If you love Julia Donaldson books & the like, you'll love this!"

Pariya Savarabadi, U.S.A - "This book is amazing for children. It is also my daughters favourite book so far... I have recommended this book to absolutely everyone, as it is so far the only book that I've read that teaches kids to stick up for their friends. It also teaches them diversity and friendship which is vital for growing kids."

Relevant links

Amazon

Book Available From Amazon:

[Amazon UK](#) | [Amazon US](#)

For any other country simply search for 'Fly Guys Monday Madness' in Amazon.

Fly Guys

[Website](#) | [Twitter](#) | [Facebook](#)

Email the Creator: bobby@fly-guys.com

If you would like a copy of 'Fly Guys: Monday Madness' to read, review or feature, please contact [Kris Barnes](#) of [Authoramp](#). Bobby and Emma are also available for interviews and guest blogging.

